

Pride of the Marines

With Pride from Warner Bros.



Your Big Story!

This started out to be the story of a courageous marine sergeant, namely, Al Schmid of Philadelphia, Pa. True, this motion picture does tell that **heroic story**, but it is more than just the story of one fighting man—it is the story of every man in the armed service of his country in the greatest war we ever engaged in. It is the **timely story** of what happens to that man when his fighting days are over and he doffs his uniform for civilian clothes.



It is the dramatic and **important story** of his return.

It is even more than that, for it also tells the **timeless story** of a boy and girl in love—as tender a romance as has ever been screened, with all its ups and downs, its tears and laughter. All the vital experiences of a young lifetime are thrillingly told in



"Pride of the Marines"

Sincerely,
WARNER BROS. PICTURES, Inc.

P. S. Therefore, we urge you to plan your campaign according to the special material prepared for you in the following pages of this pressbook.

Publicity

THE CAST

Al Schmid	JOHN GARFIELD
Ruth Hartley	ELEANOR PARKER
Lee Diamond	DANE CLARK
Jim Merchant	John Ridgely
Virginia Pfeiffer	Rosemary DeCamp
Ella Merchant	Ann Doran
Loretta Merchant	Ann Todd
Kebabian	Warren Douglas
Tom	Tom D'Andrea
Irish	Don McGuire
Doctor	Rory Mallinson
Ainslee	Stephen Richards
Johnny Rivers	Anthony Caruso
Capt. Burroughs	Moroni Olsen
Red	Dave Willock
2nd Marine	John Sheridan
Lieutenant	John Miles
Corporal	John Compton
Lenny	Lennie Bremen
Corpsman	Michael Brown

PRODUCTION

Produced by Jerry Wald. Directed by Delmer Daves. Screen Play by Albert Maltz; Adaptation by Marvin Borowsky; From a Book by Roger Butterfield. Photographed by Peverell Marley, A.S.C. Art Director, Leo Kuter. Film Editor, Owen Marks. Sound by Stanley Jones. Set Decorations by Walter F. Tilford. Special Effects by L. Robert Burks, A.S.C. Technical Advisors—Maj. Louis Aronson, U.S.M.C., and Maj. Gordon Warner, U.S.M.C., Ret. Wardrobe by Milo Anderson. Makeup Artist, Perc Westmore. Music by Franz Waxman; Orchestral Arrangements by Leonid Raab; Musical Director, Leo F. Forbstein. Assistant Director, Art Lueker. Unit Manager, Chuck Hansen. Unit Publicist, Jaik Rosenstein.

The Synopsis

(Not for Publication)

This is a true story. It is the story of a boy named Al Schmid and a girl named Ruth Hartley and of the generation of Americans that became twenty-one on December 7, 1941.

As a young man of twenty, Al Schmid (JOHN GARFIELD) is earning a living in a Philadelphia machine shop and boarding at the home of the Merchants (JOHN RIDGELY and ANN DORAN), little concerned with affairs of the world. His world, of coon hunting and baseball games, he shares with a girl, Ruth Hartley (Eleanor Parker).

On Sunday, December 7, 1941, Al and Ruth share the terrible news that Pearl Harbor is aflame and the Japanese are on the move. To them, it seems remote and fantastically unreal. It is not long, however, before Al enlists in the Marines. In the small hours of the morning, Ruth helps Al pack and, at his request, says goodbye to him then. Against his wishes, Ruth does go to the station to catch one last glimpse of Al. From a train that is ready to leave, Al spots Ruth and they share a bittersweet farewell. Shyly, he hands her a tiny box containing an engagement ring, and then, he is off to training . . . and war.

Unshaven, dirty, exhausted, waiting for replacements that never come, Al is a member of a machine gun crew at Guadalcanal, defending a salient against a nocturnal Jap onslaught. His buddies are Corporal Lee Diamond (DANE CLARK), and Johnny Rivers (TONY CARUSO). They hold back the Jap advance for some time but then Johnny suddenly is killed and Lee is seriously wounded. Al operates the gun alone until a Jap sneaks his way across a muddy stream and hurls a grenade into the nest. Al is wounded.

At a San Diego naval hospital, Al is told that medical treatment on his eyes will be to no avail. Embittered, Al tells Virginia Pfeiffer (Rosemary DeCamp), a Red Cross social worker, to write to Ruth and to call everything off between them.

Soon afterward, Al is notified that he is to be awarded the Navy Cross, the award to be made in Philadelphia during Christmas week. Al demurs against going home but it is a military order and there is no alternative.

Posing as a Wave officer, Ruth meets Al's train at Philadelphia and drives him home. When he ultimately discovers the ruse, he is violently insistent upon being taken back to the hospital. But it is Christmas Eve and for the sake of the Merchant's little girl (ANN TODD), Al stays for dinner. The situation reaches the breaking point when the child persists in innocently making awkward references to Al's condition. In desperation, he tries to leave alone, but trips on the Christmas tree and falls to the floor. All his resolve melts. In Ruth's arms, Al hears her say that it is love that makes her stick to him . . . not pity.

On a cold winter day at the Navy Yard, an Honor Guard stands at attention. Facing a group of six high-ranking officers, listening to a lieutenant read his citation for extraordinary heroism, straight and proud stands Al Schmid, Marine.

(Running Time: 119 minutes)

'Pride of the Marines'

Thrills Strand Audience

(Prepared Review)

Fashioned with warmth and tenderness, poignant with moments of unforgettable courage, as startling as the truth itself, Warner Bros.' newest screen drama, "Pride of the Marines" opened last night at the Strand Theatre. Starring John Garfield in a role as human and heart-moving as his Mickey Borden of "Four Daughters" fame, and Eleanor Parker and Dane Clark, "Pride of the Marines" is the action story and the love story of our age. A story that was long in coming . . . and in its passing . . . must never be forgotten.



Still 639-90

Mat 205 — 30c

John Garfield and Eleanor Parker as they appear together in Warner Bros.' gripping drama, "Pride of the Marines," now playing at the Strand Theatre. Also starred in the film is Dane Clark.

The true saga of Al Schmid seems to have been hewed from the bedrock of the human spirit. His was a normal and healthy manhood, flavored with bowling games, coon hunting, jalopy riding and bull sessions. He thought little of politics and what they did on the other side of the oceans was their business . . . not his. Al had a girl, Ruth Hartley (played in the film by Eleanor Parker) and he shared with her those moments that belong exclusively to those who are very young and in love. And when the announcer excited told a stunned America that the Japs were bombing Pearl Harbor, Al thought it was a radio program.

He found out it was no gag soon enough and he did something about it even sooner. The family with whom Al was boarding, Jim and Ella Merchant (John Ridgely and Ann Doran) were the first to know that he had joined the Marines and then Al told Ruth. Bittersweet was their parting and Al was gone.

The Marines sent Al to an island in the South Pacific, Maybe you've heard of it. On maps it's called Guadalcanal but the Marines called it something else. Part of a machine-gun crew, Al, Lee Diamond (Dane Clark) and Johnny Rivers (Tony Caruso) dug in on the banks of the Tenaru River. There it was that Al Schmid made his fabulous one-man stand . . . with a machine-gun that grew white-hot in his hands.

The Marines never gave up that island but they took Al and Lee off it just the same. Al's recovery, his return to a way of life filled with love and hope and laughter and the happiness he finds in Ruth's arms, are so eloquently told in the film that words can never suffice. Only on the screen will you be able to take to heart the moving climax in the story of Al Schmid, "Pride of the Marines."

As Al Schmid, John Garfield's acting ability has been put to the test and he turns in a performance that is a shining tribute, both to Mr. Garfield and to Al Schmid. Truly, the bravery, the tenderness, the courage that is lodged in Al's heart could have been expressed no better. Johnny Garfield hasn't changed much from the fine actor who trod the boards of the New York stage. He was good in "Having Wonderful Time" on Broadway; he was better in "Four Daughters"; he's great in "Pride of the Marines."

To Eleanor Parker and Dane Clark in their respective roles, praise must surely go. Eleanor Parker's Ruth Hartley, a role that required every emotion trick in the book, is superbly handled by the young actress with deftness, complete understanding and brilliant interpretation. Eleanor Parker's acting is good, solid, first-rate stuff.

In another starring role, Warners have cast their fair-haired boy of the past season, Dane Clark. Easily the most refreshing personality to hit movie screens in many months, Dane Clark scores with a deft job of underplaying. Never once trying to overshadow his lines, letting his role speak for itself, his Lee Diamond, Al's fox-hole buddy, is a man among men. Also featured in the film are Warren Douglas, Rory Mallinson, Ann Todd, Stephen Richards, and Don McGuire, in supporting roles.

Directed in a stirring fashion by Delmer Daves, the hit-maker of "Destination Tokyo" and produced by the other half of that "Destination" team, Jerry Wald, "Pride of the Marines" was scripted by Albert Maltz. Originally presented as a book by Roger Butterfield, and adapted for the screen by Marvin Borowsky, the film was photographed by Peverell Marley, A.S.C. Warners can well be proud of "Pride of the Marines."

Warner Drama

Opens Friday

At the Strand

Tells Gripping Saga Of Al Schmid, Marine

(Advance Reader)

Rousing with moments of action, heartwarming with inspiration and tenderness, Warner Bros.' newest drama, "Pride of the Marines," arrives Friday at the Strand Theatre. Starring John Garfield as Marine Sgt. Al Schmid, Eleanor Parker and Dane Clark, the film tells the moving story of that generation of Americans who came of age on December 7, 1941.

Becomes U. S. Marine

Here is the tale of a boy who brought bouquets to his girl in the days before Pearl Harbor and who won one himself in the uniform of a United States Marine. Here, in one motion picture, is everything that makes our country great. Our pride in our heritage, our willingness to die if need be, for the rights we believe so deeply are ours, are captured in the story of Al Schmid, "Pride of the Marines."

Directed by Delmer Daves and scripted by Albert Maltz, "Pride of the Marines" was photographed by Peverell Marley, A.S.C. and adapted by Marvin Borowsky from a book by Roger Butterfield. The film was directed by Jerry Wald.

Marine Saga

Opens Tonight

At the Strand

(Opening Day Reader)

A stirring tribute to a gallant American, a living testimonial to his courage and to the way of life he fought to defend, is presented in Warners' "Pride of the Marines," which opens tonight at the Strand Theatre. Starring John Garfield as heroic Al Schmid, Marine, Eleanor Parker and Dane Clark, the film is his own story of love, action and adventure.

Scripted by Albert Maltz of "Destination Tokyo" fame, "Pride of the Marines" tells the moving saga of Al Schmid's amazing and flamboyant life, from his early days as a machinist in Philadelphia, to a Marine hero and beloved soldier of a nation. Grippingly portrayed are his one-man stand on the island of Guadalcanal, his struggle for happiness and security and the peace he finds in the arms of the girl who waited for his return.

Adapted by Marvin Borowsky from a book by Roger Butterfield, "Pride of the Marines" was directed by Delmer Daves and produced by Jerry Wald.

No Smoking Problem For Eleanor Parker

Through the courtesy of a bomb expert in the Air Corps in India, at least one member of the film colony has had her smoking problem solved. She is Eleanor Parker, currently to be seen opposite John Garfield in Warners' "Pride Of The Marines" at the Strand. The bomb expert is one Sgt. Nick Mamula, now in Bombay.

Mamula recently sent the actress an elaborate Turkish water-cooled smoking pipe, fitted not with one, but with eight individual stems. Said Sgt. Mamula:

"This thing should take care of your own problem, and all your friends', too!"

'Pride of the Marines'

Now Playing At Strand

(Current Theatre Story)

Warner Bros. have long been known for presenting the truth. It started long ago, with a picture called "Confessions of A Nazi Spy" and their policy of combining good citizenship with good picture making has been continued. "Action in the North Atlantic," "Air Force," "Destination Tokyo," and "Objective Burma" all presented our war as it is being fought, without the sham of Hollywood heroics. Warners' newest film drama, "Pride of the Marines," currently playing at the Strand Theatre, is a continuation of that policy. Starring John Garfield as courageous Al Schmid, the one-man marine army, Eleanor Parker and Dane Clark, "Pride of the Marines" is a tender love story, a thrilling action story and a true-to-life tale of that generation of Americans who came of age on December 7, 1941.

Al Schmid's story begins in Philadelphia where he spent the early years of his manhood. He was a normal kid, fond of bowling, coon hunting, hopped-up motors and his girl, Ruth Hartley (Eleanor Parker). Not in love, you understand, 'cause love was such a final emotion and Al was just beginning to live. But they had fun together — and laughs. They were together when the news came over the radio that the Japs were bombing Pearl Harbor and like so many other Americans, Al didn't even know that Pearl Harbor was in the Pacific.

War Is Declared

He found out soon enough, and even sooner, did something about it. Al looked around, took a deep breath, and joined the United States Marines. His pals, the Merchants (John Ridgely and Ann Doran) were the first to know and then Al told Ruth. They became engaged, then on a railroad station as Al left home for boot camp.

There was no soft desk job cut out for Al Schmid, unless you could call the swaying bunk on a troop ship a break. But Al had joined the Marines to fight and they sent him to where there was little else. It was a tropical island, complete with palm trees, jungle fever and Japanese. The history books will call it the island of Guadalcanal. Al and his buddies, Lee Diamond (Dane Clark) and Johnny Rivers (Tony Caruso) called it something else. Al can tell you about the place but he doesn't remember much in August. He was busy that right then, on the banks of the Tenaru River, killing two hundred Japs.

Returned To States

Sure, they pulled Al and Lee off Guadalcanal after that and returned them to the states. Then it was that Al realized just how much he loved the girl who was waiting for him and how much Ruth meant to him. With the aid of a Red Cross worker, Virginia Pfeiffer (Rosemary DeCamp), the youngsters were brought together and the future looks bright for Al. A future filled with love and laughter and happy hours with the girl of his thousand dreams. For his courage and devotion to duty, Al Schmid is awarded the Navy Cross and wins the ringing acclaim of a grateful nation.

Also featured in "Pride of the Marines" are Warren Douglas, Ann Todd, Rory Mallinson, Stephen Richards, John Sheridan and John Miles. The film was directed by Delmer Daves from a script by Albert Maltz. Originally presented as a book by Roger Butterfield, the film was adapted for the screen by Marvin Borowsky and produced by Jerry Wald.

Authentic Props

Used In Filming

Al Schmid's Life

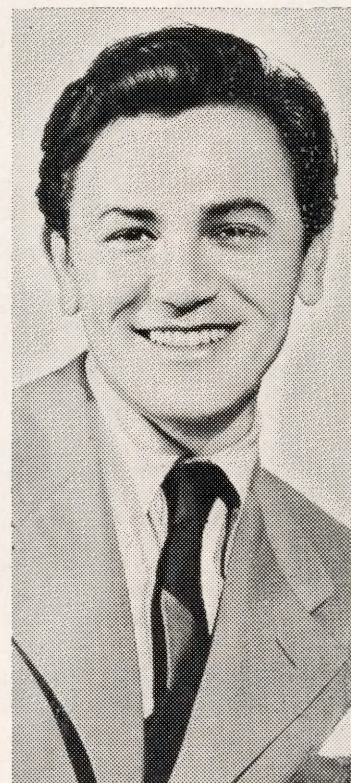
Director Comes East For Background Shots

When director Delmer Daves took stars John Garfield and Eleanor Parker to Philadelphia to film scenes for Warners' "Pride Of The Marines," currently at the Strand, the screen story of Marine hero Sergeant Al Schmid, he anticipated no difficulty in finding authentic backgrounds and properties. Philadelphia happens to be Schmid's home town. Furthermore, the Sergeant himself was right on the spot to lend assistance.

Schmid Lends Hand

Daves found that everything he wanted — from the Liberty Bell to Sergeant Schmid's home — was available. That is, until he needed a copy of the Philadelphia newspaper Schmid was reading on Dec. 7, 1941 when the news of the sneak attack on Pearl Harbor flashed around the world.

J. David Stern, publisher of the Philadelphia Record, finally came to the rescue. It was his paper the future hero had been reading when the Pearl Harbor news was flashed. There wasn't a copy of that particular edition left in the newspaper's morgue. But Stern had one precious copy in his home collection. He lent it to director Daves for the scene.



Still J6-258

Mat 101 — 15c

John Garfield, star of past Warner hits and formerly of the New York stage, plays gallant Sgt. Al Schmid — the one-man army — in Warners' "Pride of the Marines," currently at the Strand. Also starred in the film are Eleanor Parker and Dane Clark.

If It Can't Be Done — Tell It To The Marines

It's tougher than ever these days for sightseers to crash studio gates but two Marine privates, Fred Burns and Allen Carpenter, had the red carpet rolled out for them at Warner Bros. during the filming of the John Garfield starrer, "Pride Of The Marines," currently at the Strand. The marines had hitch-hiked a ride with Delmer Daves, the director, and mentioned that the one thing they would like to do most was see how pictures are made.

Daves, then engaged in shooting the film, said, "I'll take you up on that, and at the same time you can help me."

They spent the whole day as his guests on the set, and in the evening, in order to give Daves the reactions of a couple of typical servicemen, they became the first two to see the reels of film already shot on the picture.



Still 639-119

Mat 108 — 15c

John Garfield and Eleanor Parker in a romantic moment from Warner Bros.' newest drama, "Pride of the Marines," which opens Friday at the Strand. Also starred in the film is Dane Clark.

Liberty Bell Used In Film As Scene Prop

The introductory shot of Warner Bros.' "Pride Of The Marines," the John Garfield starring film now at the Strand, is that of the Liberty Bell in Philadelphia.

In the background the narrator explains that this is the story of a typical American boy and girl of the generation that became twenty-one on December 7, 1941.

There are several passersby in the background of the shot, and there is one figure of a man looking reverently up at the big bell as it tolls.

But when the Warner company was back in Philadelphia on location during the picture's filming, Sergeant Al Schmid, the marine who was wounded at Guadalcanal and the man the script was written about, asked Director Delmar Daves if he couldn't be the figure in the background looking up at the bell — "just for luck."

Research Material Gathered In Huge Quantity For Film

Sixteen volumes of photographs and eight volumes of news clippings and other data dealing with the historic marine capture of Guadalcanal were compiled by the Warner Bros. research department for one battle sequence in the new John Garfield starrer, "Pride Of The Marines," currently at the Strand. The scene itself occupies only four minutes of the running time of the picture.

Warner Bros.' 'Pride of the Marines' Arrives Friday At Strand Theatre

Stars John Garfield, Eleanor Parker and Dane Clark In Rousing
Story of Al Schmid — The One-Man Marine Corps

(Advance Theatre Story)

The stirring saga of Al Schmid, gallant warrior and brave American, is warmly and tenderly told in Warner Bros.' newest screen drama, "Pride of the Marines," which arrives Friday at the Strand Theatre. Starring John Garfield as the courageous Marine sergeant, Eleanor Parker and Dane Clark, "Pride of the Marines" is the warmly-moving story of that generation of Americans who came of age on December 7, 1941. On that day, when the future of our way of life was to be forged in steel, Al Schmid's story begins.

Born In Philadelphia

All stories must have a beginning and Al's commences in Philadelphia. Here it was that he lived a normal and healthy young manhood, taking his knocks, his boosts and his fun as it came. Al wasn't much different than anyone of the legion of youngsters that were fliver happy in those days. He had his own jalopy . . . and he had a girl. They didn't talk about love and such, Al and Ruth Hartley (Eleanor Parker) but it was there just the same, in her eyes, in his gentle concern. Then, on a Sunday in early December, they heard words over a loudspeaker that changed the pattern of their lives.

Enlists In Marines

For a while, Al Schmid fought a battle with himself. Pearl Harbor had begun to burn inside of him and it was not long before he joined a slow moving line that wound about the doors of a Philadelphia recruiting office. His choice was the United States Marines.

Al's friends, the Merchants (John Ridgely and Ann Doran) were the first to know and then he told Ruth. She didn't say much that winter's evening as she helped Al pack and that was the way he wanted it. Shyly, almost childlike, Ruth joined Al at the station and they shared a bittersweet farewell.

It went quickly for Al after boot camp. They put him in a machine-gun company, together with Lee Diamond (Dane Clark) and Johnny Rivers (Tony Caruso) and gave him a handful of shots. A few weeks in some P. O. E., followed by restless days on a troop ship and then, the green island of Guadalcanal stretched low on the horizon. He went in with one of those early waves of men and machines, across coral beaches and into dank jungles. They inched their way forward, against heat, disease and the ever present Japanese. And there it was, on a wet river bank on the island of Guadalcanal, that Al Schmid made his heroic one-man stand.

Wounded In Battle

They took him off after that and, together with Lee, he was returned to the states. From Lee's lips he heard the story of his fabulous deeds; how they had counted two hundred dead Japs in front of his machine-gun after the battle of Tenaru River.

But Al was troubled by something he couldn't seem to fight and determined not to be a burden on Ruth, he broke their engagement. Heartbroken, Ruth found aid in a Red Cross worker, Virginia Pfeiffer (Rosemary De Camp) and to-



Still 639-111

Mat 204 — 30c

John Garfield, as Marine hero Al Schmid, and Dane Clark, as his fighting buddy, Lee Diamond, as they appear in a dramatic moment in Warner's moving drama, "Pride of the Marines" at the Strand. Also starred in the film is Eleanor Parker.

gether they planned to give Al a new life. Persuaded to spend Christmas with Ruth and the Merchants, Al realizes how deeply he loves the girl and he feels her love for him. Together again, they plan a new life, full of hope and love and laughter.

"Pride of the Marines,"

adapted for the screen from a book by Roger Butterfield by Marvin Borowsky, was scripted by Albert Maltz. The film features Ann Todd, Warren Douglas, Tony Caruso, Rory Malinson and Stephen Richards in supporting roles and was directed by Delmer Daves for producer Jerry Wald.

John Garfield Discusses Post-War Motion Pictures

John Garfield has his own private postwar plans.

He's waiting to go back into cops-'n-robbers roles. The actor, currently starring in Warner's "Pride Of The Marines" at the Strand says:

"During these days, a lot of us fellows on the screen have found ourselves playing lot more serious roles than we used to, because these are serious times.

"Naturally, actors love to play the so-called emotional roles, and if we do a good job it makes for good entertainment.

"My latest role, in Warner's 'Pride Of The Marines,' for instance, is certainly one of the most gripping true stories to come out of this war — the story of the wounded Marine hero, Al Schmid — and how engrossing it is on the screen depends only on my limitations as a performer. It's a challenge to an actor, and there it's actor's meat.

"But I think that after the war there's going to be a terrific reflex on the part of the audience. People are serious now, and they know they have to be, and they want to be just as deadly in earnest as they can until things are finished over there.

"When it is over, though, they'll want an outlet.

"And that's why I've made my private postwar plans. I'm going to dust-off my old gat, or borrow the one that Humphrey Bogart used to use — it did all right for him — and I'm going to ask Mr. Warner to let me play cops-'n-robbers. I want to be a straight-shootin', hard-hittin' gun-toter with an itchin' trigger-finger."

Mat 105 — 15c

John Garfield

Eleanor Parker Receives Sincere Tribute From Fan

Certainly one of the most earnest tributes any fan could pay a player was paid to Eleanor Parker as a result of her recent picture, "The Very Thought of You." An army corporal and his wife have written to the actress that she has saved their marital ship from the divorce courts.

And topping that, the girl is coming to Hollywood as the Warner Bros. actress' stand-in.

A few months ago, Mrs. Evelyn McMasters of Chicago wrote:

"My husband had been away at an army camp so long that I found my life completely altered. I didn't see how we could ever get back together again. He came home on his furlough just before going overseas. It was worse than ever. Then we happened to see your picture. It hit us both right where it would do the most good."

Miss Parker, currently playing opposite John Garfield in Warner's "Pride Of The Marines" at the Strand, exchanged correspondence with the army wife and discovered they were very close look-alikes. She then offered her the stand-in job.

Minute Details Contribute Toward Film's Authenticity

During the filming of Warner's "Pride Of The Marines," currently at the Strand, an announcement appeared in the press that John Garfield and Eleanor Parker, the film's stars, and a company of technicians had been dispatched to Philadelphia to obtain authentic shots.

This brief announcement did not stress the time, trouble and expense to which a studio will go to make a movie look like the real thing.

"Pride Of The Marines" deals with the life and accomplishments of Al Schmid, one of the Marine heroes of this war. Schmid, played by Garfield, hails from Philadelphia, and Warner decided to film the early scenes of his life in that metropolis.

Daily, in a projection room at Warner's, the film was run off after being flown in from Philadelphia while the company was still there on location. Present were producer Jerry Wald, special effects director William McCann and a motion picture cutter.

The film shown represented footage that would go to make up one scene in the finished picture — a sequence showing Garfield at the Philadelphia railroad terminal as he is about to depart for the induction center. He and his girl friend, Eleanor Parker, had had a squabble the day before and he had asked her not to see him off. She had shown up, however, and finally the two of them broke down and made up just before the train departed.

This unfinished scene would later be rounded out with closeups, sound effects and other trimmings at the studio to make the polished product that moviegoers see on the screen.

In the projection room, though, the film product of the work of twenty actors and technicians, representing one day out of a three week shooting schedule in Philadelphia, flashed by in disjointed fashion. First

there was a shot of the railroad terminal. Then shots of trains pulling in. And then a distant shot of Garfield walking the length of the terminal by himself. This action was repeated in additional shots from different angles and distances. There was one shot with the camera in the train itself as it pulled into the station, with Garfield being viewed through the train window.

Then there were shots of Miss Parker from various angles, repeating one piece of business. And then, finally, a number of "takes" of her and Garfield rushing into each other's arms.

The producer and the cutters made notes as the film unreeled on the screen, notes as to how the scene would finally shape up in its edited form. After the film had been shown, the producer and cutter talked to director Delmer Daves and his assistants in Philadelphia on the phone, ironing out additional details.

This entire scene takes no more than one minute in the finished film. Certainly, no one is able to question the authenticity of "Pride Of The Marines."



Mat 111 — 15c

John Ridgely

Marine's Letter Provides Story of Fighting Hero

"Dear Ruth" was the sub-head of a story running for half a stick of type in the issue of *Time* for February 1, 1943. It remained for Warner Bros. to make it the basis for one of that studio's most important productions for this year, "Pride Of The Marines," currently at the Strand with John Garfield, Eleanor Parker and Dane Clark in top starring roles.



Still J6 281
John Garfield, Warner Brothers star, plays Sgt. Al Schmid, Marine hero. In "Pride of the Marines," currently at the Strand Theatre. The film also stars Eleanor Parker and Dane Clark.

This was the story:

"Private Al Schmid, of the Marine Corps, was facing life, while handicapped. In San Diego Naval Hospital he began his biggest readjustment.

"'Dear Ruth . . . ' he said. The Red Cross girl, Virginia Pfeiffer, wrote it down. She did not hesitate when he came to the part about breaking his engagement to Ruth 'Because I don't want to be a drag on anybody.' She signed his name 'Al.' The Jap bullet that wounded Al Schmid after his machine gun killed 200 Japs had struck far from Guadalcanal."

Jerry Wald Impressed

The moment Warners' producer Jerry Wald read it, instinct told him that what had happened to Al Schmid and what was going to happen to him made for a screen scenario, and his studio saw it the same way.

Many a script was in preparation or filming on the plight of the soldier returned to a civilian world; this was to be the first actual case history.

A wire was despatched to Roger Butterfield, who covered the Schmid yarn for *Time*, for more details, and he replied that he was then preparing an extended feature for *Life*, and was then going to put the story into book form.

Warner Bros. bought the book from Butterfield before it was written.

While waiting for the galley-proofs, Warner Bros. sought



Mat 112 — 15c
Rosemary DeCamp

For the foreword, he wrote: "It is, the story of a boy named Al Schmid and a girl named Ruth Hartley, and of the generation of Americans that became twenty-one on December 7, 1941."

Dane Clark Plays Sixth Straight Role In Uniform

Dane Clark, whose role with John Garfield in Warners' "Pride Of The Marines," currently at the Strand, marks his sixth consecutive picture in which he wears a military uniform, finally figured out a way to get on the screen in civilian clothes.

During the filming of the picture, he persuaded Director Delmer Daves to let him appear in the background, in a scene with a group of extras, dressed as Joe Civilian.

Brought to Hollywood by Warner Bros. two years ago from the New York stage, Clark was a merchant seaman in "Action in the North Atlantic," a sailor in "Destination Tokyo," an army sergeant in "Hollywood Canteen" and "The Very Thought of You," a flying lieutenant in "God Is My Co-Pilot" and is currently a leatherneck in "Pride Of The Marines."



Mat 106 — 15c
Dane Clark

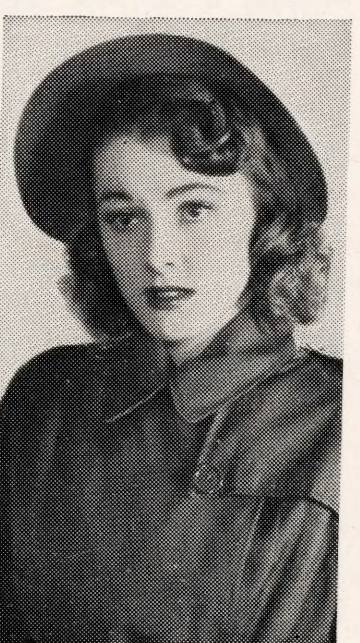
John Garfield To Sponsor A Drama School For Vets

John Garfield, currently starring in Warners' "Pride Of The Marines" at the Strand, will sponsor and finance a postwar drama school for screen players, exclusively for men and women released from military service, he announced recently.

Encouraged Garfield

He will offer the management of the school to Dr. Angelo Patri, who recently retired from the New York Board of Education after forty years' consecutive work. It was Patri who first took an interest in Garfield as a Hell's Kitchen "incorrigible" and encouraged the ambitions which led to the actor's successful career in the theatre and on the screen.

Garfield said he has sounded out several top players, and expects to be able to draw upon them to give a series of guest lectures.



Still 639-52
Lovely Eleanor Parker plays the girl who waited for Al Schmid, in Warners' thrilling drama, "Pride of the Marines," currently at the Strand. Also starred in the film are John Garfield and Dane Clark.

Rory Mallison Turns Up As An Actor After Working As Warner Studio Laborer

More proof of Hollywood's predilection for inconsistency is the young Warner Bros. actor, Rory Mallison.

Aiming for a break on the screen, Mallison grounded himself with four years' experience in the "little" theatre, was a night club emcee, played before the footlights in everything from minstrel shows to Shakespeare, and even completed a course in television.

It got him nowhere. After exhausting his stake when a score of interviews and auditions proved fruitless, he took a job as a studio laborer.

That did it. A talent scout saw him in his overalls on an Errol Flynn set, and asked him if he'd ever considered acting.

He was signed to a long term Warner Bros. contract, starting with the John Garfield starring film, "Pride Of The Marines," currently at the Strand.

Garfield Gives Red Cross Girls Overseas A Big Hand

John Garfield, currently starring in Warners' "Pride Of The Marines" at the Strand, has chalked up a total of more than 25,000 miles entertaining at the war fronts and claims that there are two things often more important to a soldier than the food he eats. They are letters from home, and the girl in Red Cross uniform. Of the latter, the actor says:



Still EP 181
Eleanor Parker, lovely Warner star, plays the sweetheart of Sgt. Al Schmid, U. S. Marine hero, in "Pride of the Marines," currently at the Strand Theatre. Also starred are John Garfield and Dane Clark.

"This girl is his living link to home. I have seen men coming back to the rear for a few hours' relief, with their eyes red from lack of sleep, and dulled with the despair, the disillusionment and the complete exhaustion of the bitter job they had to do.

"But there would be a Red Cross girl there to give them a cup of hot coffee and a doughnut — and a word and a smile.

"Right then nothing could have been as important.

"I saw the same thing again and again in hospital wards.

"At present I am doubly conscious of what the Red Cross is doing — as a layman privileged to have had a ring-side seat at the firing lines, and also in my profession as an actor.

"For in my current motion picture for Warner Bros., 'Pride Of The Marines,' we are telling not only the story of a hero of the Marines at Guadalcanal, Al Schmid, but a story that also belongs to a Red Cross girl, who, in her way, too, became entitled to some kind of a medal.

"Her name is Virginia Pfeiffer.

"When Al Schmid came back from the Pacific after killing

more than two hundred Japs with his machine gun, he was wounded.

"There was a pretty girl in his home town of Philadelphia whom he was engaged to marry.

"But Al said he didn't want Ruth Hartley to be dragged down by a wounded veteran who wasn't in good health.

"He demanded that Virginia Pfeiffer write Ruth a letter and sign his name. He said he was never coming back to Philadelphia, and he was breaking the engagement. He wouldn't tell her why.

"Virginia tried to tell Al that he was wrong, that he still had a lot to live for, that he should tell Ruth the truth, and let her help decide their future. He refused.

"So Virginia took the matter into her own hands.

"And today, Al Schmid is a happy, hard-working well-adjusted citizen. And the former Ruth Hartley is glad she is Mrs. Schmid.

"That's the story. And like hundreds of other stories of Uncle Sam's heroes in uniform, it belongs almost as much to a Red Cross girl as to the man with the ribbons on his chest."

Marine Officer Finds New Vocation As Hollywood Casting Director

Major Gordon Warner, USMC, Finds Job of Classifying Veterans Tough But Interesting. Says Warner, "They're All Great Guys."

A new man with a new job in Hollywood is Major Gordon Warner, U.S.M.C., re-tired, who was recently signed by Hollywood's Central Casting for the job of interviewing and classifying all returning veterans for film extra work.

His first job was accomplished for Warner Bros.' "Pride Of The Marines," starring John Garfield, Eleanor Parker and Dane Clark, currently playing at the Strand. The film recounts the rehabilitation experiences of Sergeant Al Schmid, the Marine hero who was wounded after destroying more than two hundred Japs at Guadalcanal.

Major Warner met a number of interesting men in that assignment.

Most of the fellows were, of course, bona fide veterans who had seen plenty of action in combat and who wore all kinds of ribbons, but there were, too, a certain number who, in military vernacular love to "beat their gums" in dreaming up their front line experiences.

One day, for instance, Jerry Wald, who produced "Pride Of The Marines," for Warner Bros., asked Major Warner to talk to a young fellow who claimed to be a Guadalcanal veteran.

"What did you do at Guadalcanal?" courteously asked the major.

"Oh me? I was the guy who cut down the Nip who got Schmid with the grenade," he replied.

Fakes Valor

All of which was interesting. But the fact of the matter was that the Jap in question blew himself to his own perdition with the grenade that wounded Schmid.

No particular effort is made by Major Warner to compromise the phonies — they invariably do it themselves — in the way they handle equipment, etc. Besides, there is no burning issue involved; if they look and act the part, that is all that Central Casting or the studios require.

But if this were an issue, they would have to work pretty hard to fool the good major.

He learned about things the hard way.

Wearer of the Navy Cross and now up for the Congressional Medal of Honor after losing his leg in one of the most heroic actions in Bougainville, he joined the Marine Corps as a second lieutenant as a U.S.C. undergraduate in 1938.

He took his basic training at the Philadelphia Navy Yard, then relinquished his commission to sail for Japan to teach water polo — he'd been captain of the U.S.C. swimming team — at Merji University. In the land of the Rising Sun, he learned to speak Japanese fluently and also became the only American to boast a degree in Kendo, the national sport of swordfighting.

Warner then for a year taught history at Funahou University in the Hawaiian Islands, and in 1940 returned to the Marine Corps. He found himself at Quantico as an instructor, and became a member of the 1st Marine Raider battalion under Col. Merritt "Red Mike" Edson. Subsequently he was promoted to captain, and placed in command of the special weapons branch of the Marine Base at San Diego.

He shipped out to Guadalcanal and then to Bougainville, and on the first day of that critical encounter was given a spot promotion to major on the field of battle and was awarded his Cross after leading a reconnoitering



Still 639-323 Mat 207 — 30c
John Garfield, as gallant Al Schmid — the fighting marine — lets go another blast of machine-gun fire at lurking Japs, in the above scene from Warners' "Pride of the Marines" at the Strand. Also starred in the film are Eleanor Parker and Dane Clark.

party of five on a death-defying patrol of the Island.

On November 7, less than a week later, Major Warner led his company of two hundred and twenty against a raiding party of more than five hundred Japs attempting a landing. Without walkie-talkie equipment, he stood atop the unit's one tank, which had observation straight ahead but neither to the right nor left, and guided it by hammering its side, once for the left, twice for the right. All of the Japs were killed, while only eight of his own men were lost, but he himself suffered a machine burst in his leg, which was later amputated at Tulagi.

It was for this action that Major General Allen H. Turnage, Commanding General of the famous Third Marine Division, has recommended Warner for the Congressional Medal of Honor.

Warner was shipped back to the mainland, eventually arriving at the hospital at Mare Island where he was given an artificial leg. He then returned to Los Angeles and was one of the first servicemen of the war to return to college, re-entering U.S.C. and completing his credits for an M.A. degree.

John Garfield Discusses Plans For Veteran Aid

John Garfield, vice-president of the Hollywood Canteen, revealed recently that postwar plans for the film colony's servicemen's center include a crafts producing and sales organization and a self-supporting home for young vets seeking a break on the screen.

Garfield, currently starring in Warner Bros.' "Pride Of The Marines," the story of marine hero Al Schmid, said that the factory would not in any way be a charity enterprise once it is established, but would adhere to the aim of giving self-respecting jobs to returning G.I.'s.

Funds realized from the forty percent gross share of Warners' film, "Hollywood Canteen," will be used to finance the organization's plans.

A friend happened to mention that M-G-M was looking for a legless man to double for Van Johnson in "Thirty Seconds Over Tokyo" and Warner got the job. That led to his association with Central Casting.

Warner is very enthusiastic about his work — the only thing he would like better would be getting back into combat — and he often runs across GI leathernecks he knew at the front. And, of course, a lot he did not know — like another hopeful for a part in "Pride Of The Marines," who said, "Sure, I sweated all through Guada."

"Were you at Bloody Ridge?" asked the major.

Well, he was a little bit vague about that.

"How about Kali point?"

Perhaps even a little foggier about this.

"Heck," says the major, "if he ever saw Guadalcanal, he'd know about Bloody Ridge — that was when we were hanging on the ropes and would have sold our chances for a Jap yen, and Kali Point was our landing place. Both those spots are like asking if you know where the corner of Hollywood and Vine is."



Still 639-21 Mat 109 — 15c
John Garfield portrays the Marine hero of Guadalcanal, Sgt. Al Schmid, in the Warner Bros. "Pride of the Marines," currently shown at the Strand Theatre.

Leaves Navy In Quest Of Peace And Quiet, Finds Job As Prop Man On War Picture

Life is just a dreary succession of one war after another for former U. S. sailor Armor Emanuel Coetten. His last job with the Navy was as Chief Pharmacist's Mate (AA) in a hospital somewhere in the South Pacific.

His first civilian job is also in a hospital somewhere in the South Pacific — although in reality it is no more than a setting for Warner Bros.' wartime drama, "Pride Of The Marines" now playing at the Strand with John Garfield, Eleanor Parker and Dane Clark in the top starring roles.

Coetten, an actor prior to his enlistment in 1942, is now working at the Warner studio as an assistant property man "until the right break comes along." He is a brother of June Marlow, actress, and was honorably discharged from the Navy last October.

Fame Comes To Dane Clark But Not Home With Shower

Housing Shortage Puts Actor On Run For Lodgings With Hot and Cold Running Water

The day that Dane Clark can take a shower in his own home he'll know he's "arrived" in Hollywood. And as far as he's concerned, not until then.

When Dane was signed for the screen a few years back, Hollywood looked like a very hard nut to crack. Handfuls of young actors get contracts, come out, appear in a picture or two opening or closing a door in a scene for some glamorous star, and then find themselves with an occupational disease called option dropsy.

But this didn't happen with Dane. He was the one who clicked. In "Destination Tokyo" Warner Bros. doubled the part he had in "Action in the North Atlantic." They parlayed it in "The Very Thought of You" and again in "God Is My Co-Pilot." He next proved the surprise hit of "Hollywood Canteen."

Starred In Drama

Now the young actor is "there," in the top supporting role to John Garfield and Eleanor Parker in "Pride Of The Marines," currently at the Strand.

Everybody tells him he's "arrived," but he doesn't think so.

It all has to do with that shower in his own home.

When he first came to film-town, the only house he could find within his means was an old, well-used glorified shack on a hilltop. There wasn't much of a kitchen, the rooms were somewhat draughty, the furniture was crochety and the plumbing was just a laugh — and not a funny laugh. But, he thought, at least the view was good.

He enjoyed the view.

Yet the idea of a shower began to develop from mere annoyance into an obsession. When he worked, of course, he could shower in his studio dressing room, and he joined the Hollywood Athletic Club so that he could go there when he wasn't on screen call.

But psychiatrists will tell you that in a situation of such nature, the patient inevitably in his subconscious develops a protective mental mechanism. And that's just what Dane Clark did.

He thought, "When I get to be a success in Hollywood, I'll be able to get a house with a nice, smooth-working shower." That thought kept him going.

He still hasn't been able to get the place, but he's looking, and it may happen one of these days. When it does, he'll know he's "arrived."



Still DC 37 Mat 107 — 15c
Dane Clark, popular screen discovery of the past season, plays hard-hitting Lee Diamond in Warners' "Pride of the Marines," now playing at the Strand. Also starred in the film are John Garfield and Eleanor Parker.

Popular Actor Assures Good Theatrical Notes

John Garfield Turns To Journalism

Many motion picture stars have had investments in businesses ranging from ladies' lingerie to airplane parts, but John Garfield will soon be the first Hollywoodite to have his name on the masthead of a newspaper as publisher.

Plans Newspaper

Garfield, who owns a small farm near Chula Vista, California, a community of almost five thousand, has formed a company to issue a weekly to be called *The Plaindealer*. The star, currently in Warner Bros.' "Pride Of The Marines" at the Strand, says:

"I'm not going to attempt any public crusading in the paper. It will just be a chatty little sheet with news about the neighbors. And if nothing else, I will have the satisfaction of knowing that there will always be at least one newspaper in the country that will never pan a John Garfield performance on the screen."

Still Service

Now Available

Still available on most of the scene cuts on the publicity pages in this campaign plan. Price: 10c each. Order by still number indicated under each cut, from Campaign Plan Editor, 321 West 44 Street, New York 18, N. Y. If still number is not given, photo is not available because the cut was made from a special retouch or a composite. (*Asterisk denotes still is available at local Warner Exchanges.)

Proudly
Hailing the

"Pride of

"ROUND THE WORLD"

From Philadelphia, the home of the Liberty Bell and Al Schmid, comes the news of a world premiere heard 'round the world! As we go to press, this mighty campaign has been designed to set "Pride of the Marines" in motion FOR YOU! Here are the highlights:

1. GUADALCANAL REUNION DINNER for the members of the 1st Marine Division who fought with Al Schmid.

HONORED GUESTS: Sect'y of Navy, James Forrestal, General A. A. Vandergrift, Commandant U. S. Marine Corps, Brig. Gen. R. L. Denig USMC, Admiral Milo F. Draemen, Commandant Fourth Naval District, State and City dignitaries and Al Schmid. SPECIAL SCREENING of "Pride of the Marines" follows the banquet.

2. UNPRECEDENTED RADIO COVERAGE:

- a. TWO-WAY RADIO BROADCAST—Coast to Coast on WJZ—between the Marines of the 1st Division in Philly and their buddies in remote places around the country and Okinawa, reaching radio audiences . . . EVERYWHERE!!

- b. Famous newscaster, John B. Kennedy, as toastmaster at the dinner, broadcasts the activities on his regular news program over the coast-to-coast American Broadcasting System.

- c. All local radio stations cooperate for a round-robin salute to the reunion, the world premiere and Al Schmid.

- d. Vox Pop, national CBS hookup, salutes "Marines" while reunion is in progress, with program emanating from U. S. Naval Hospital in Phila., where Al Schmid received treatment.

3. CO-OP ADS allocated by department store space buyers to salute the reunion of the 1st Marine Division.

4. ADDITIONAL SCREENINGS for the personal managers of war plants using the theme of the film as an incentive for war workers.

5. SPECIAL OBSERVANCES for the employees of Dodge Steel, former employer of Al Schmid.

6. PRESS SCREENINGS attended by Al Schmid and his family, covered by feature and magazine writers.

7. AL SCHMID DAY . . . sponsored by public-spirited Philadelphians to top off the celebrations.

8. FRED WARING MUSICAL SALUTE, dedicated to the United States Marines.

9. AIR PLUGS obtained through the appearance of Dane Clark on the "Report To A Nation" and "Theatre of Romance" programs . . . carried by C. B. S.

the Marines"

*and Here's a Directive from Brig. Gen. R. L. Denig,
USMC, to Public Information Officers in His Command
... About "Pride of the Marines."*

HEADQUARTERS, U. S. MARINE CORPS
Washington

2065-50
Serial-AG-334-oc

19 July 1945

From: The Director, Division of Public Information.

To: The Public Information Officer, Eastern Procurement Division, Philadelphia, Pennsylvania.

Via: The Officer in Charge, Eastern Procurement Division, Philadelphia, Pennsylvania.

Subject: "Pride of the Marines," Cooperation of PIO with

Reference: Ltr. fr. D, DPI dtd 13 July 1945.

1. In connection with the August 7th premier of "Pride of the Marines" in Philadelphia on the anniversary of the Guadalcanal landing, you are authorized to cooperate with a representative of Warner Brothers Studios in a dignified and limited observance in your area.

2. It is the desire of Warner Brothers to have several banquets honoring Guadalcanal Marine veterans. You are authorized to assist them in this project.

ROBERT L. DENIG

The Marines, too, are proud of this motion picture, as the above letter by General Denig proves. Don't fail to get their co-operation when setting up your own playdate.

A special flyer containing complete information of this ROUND-THE-WORLD PREMIERE follows this press book. If you do not get your copy, write for "PRIDE OF THE MARINES" FLYER, Campaign Plan Editor, Warner Bros. Pictures, 321 West 44th Street, New York 18, N. Y.

Follow Thru By Contacting The PIO In Your Territory

BENDER, Daniel W., Lieutenant Colonel
Assistant Director, Division of Public Information,
Crocker 1st National Bank Bldg., San Francisco 4, Cal.

DENIG, Robert L., Brigadier General
Director, Division of Public Information, Headquarters, U. S. Marine Corps, Washington 24, D. C.

DICKSON, Donald L., Lieutenant Colonel
Public Information Officer, Eastern Procurement Division, 1237-39 Market St., Colonial Bldg., Phila. 7, Pa.

HOLT, William K., 1st Lt.
Public Information Officer, Central Procurement Division, Room 777, 225 South Clark St., Chicago 4, Ill.

HURLBUT, James W., 1st Lt.
HQ USMC (Radio)

KELLY, James A., Capt.
Public Information Officer, Southern Procurement Division, 1102-05 Atlanta National Bldg., 50 Whitehall Street, Atlanta 3, Ga.

O'SHEEL, Patrick, Capt.
U. S. Marine Corps Public Information Office, Room 702, 19 W. 44th St., New York 18, N. Y.

SPERLING, Matthew M., Capt.
U. S. Marine Corps Public Information Office, 511 Van Nuys Bldg., Los Angeles 14, Cal.

WHITE, Norman H. Jr., Capt.
Public Information Officer, Marine Corps Base, San Diego 40, Cal.

WHITWORTH, Louise A., 1st Lt.
Public Information Officer, Western Procurement Division, Room 1025, Crocker 1st National Bank Bldg., San Francisco 4, Cal.

PREMIERE!

FOUR DRAMATIC TEASER ADS TELL THEM IT'S PACKED WITH DRAMA AND ACTION

Al Schmid
LOVER...
WARRIOR...
AMERICAN...
"Pride of the Marines"

Ruth
WAITING FOR...
PRAYING FOR...
LIVING FOR...the
"Pride of the Marines"

Lee
FRIEND TO...
LOYAL TO...
SWORN TO...the
"Pride of the Marines"

A Love Story
BREATHLESS...
INCREDIBLE...
YET TRUE...
"Pride of the Marines"

Designed to sell the film's gripping story and to stimulate early interest in your playdate, these four teaser ads are ideally suited for getting your exploitation campaign under way. For best results, use them in any or all of the following ways:

- 1.) NEWSPAPERS:** One-a-day for four days in advance of your opening or else all four, run-of paper, on opening day with a slug at bottom directing the reader to your regular display ad on the amusement page.
- 2.) DIRECT MAIL:** As the reverse side of a direct mail postcard,
- 3.) LOBBY DISPLAY:** Any one or all can be blown up and spotted effectively as tack cards in your lobby and foyer. Tack cards might also be planted in store windows about town . . . or used as counter cards.

ORDER: "Pride of the Marines" Teaser Ad Mat No. 301 - B, 45c., from Warner Bros.' Campaign Plan Editor, 321 W. 44th St., New York 18, N. Y.

LARGE SIZE CARTOON FEATURE AVAILABLE FOR NEWSPAPERS

Here's a two column cartoon feature which is available in mat form for your use. It will work for you in any or all of the following ways:

- 1.) As a newspaper feature.
- 2.) As a program insert
- 3.) As a color-in giveaway
- 4.) As a lobby-tack card

ORDER: "Pride of the Marines" Cartoon Mat No. 201-B, 30c., from Warner Bros.' Campaign Plan Editor, 321 West 44th Street, New York 18, N. Y.

MARINE SLANG FOR NEWSPAPER CONTEST

Our United States Marines have a language all their own, which is as different from ordinary slang as the marines are rugged. Here are some examples:

Joe and Side Arms	coffee, cream and sugar	Soup jockey	mess cook
Ring-tail	Jap	Keelhauling	a reprimand
Blister mechanic	hospital corpsman	Shove off	take leave
Boot	new recruit	Chow bumps	mess call
Eggs	aerial bombs	Windjammer	big talker
Cup of Jamoke	cup of coffee	Red lead	catsup
Scuttlebutt rumor	empty talk	Skivvies	underclothes
Sundowner	strict officer		

THIS JARGON WILL WORK FOR YOU!

- 1.) Set up a newspaper contest and invite readers to decipher the slang terms. Best interpretations get prizes and guest tickets to your opening.
- 2.) Offer prizes for the best 50-word letter about "Pride of the Marines" in which the contestants use as many of the slang terms as possible.

CELEBRITY CORNER

JOHN GARFIELD, WHO PLAYS COURAGEOUS AL SCHMID—THE ONE MAN ARMY—IN WARNER'S "PRIDE OF THE MARINES," IS A REAL SOLDIER'S ACTOR. JOHNNY HAS TRAVELLED MORE THAN 50,000 MILES . . . HERE AND OVERSEAS . . . TO ENTERTAIN OUR TROOPS.

DANE CLARK, ONE OF HOLLYWOOD'S FASTEST RISING STARS, PLAYS HIS SIXTH CONSECUTIVE SERVICEMAN AS AL SCHMID'S FIGHTING BUDDY IN "PRIDE OF THE MARINES." SAYS CLARK, "ON DAYS OFF, I GO AROUND SALUTING OFFICERS!"

SIXTEEN VOLUMES OF PHOTOGRAPHS, NEWS CLIPPINGS AND CORRESPONDENCE WERE COLLATED AS RESEARCH FOR THE GUADALCANAL SEQUENCE IN THE FILM.

HER STARDOM BRIGHTLY ESTABLISHED, **ELEANOR PARKER** JUSTIFIES THE FAITH OF HER STUDIO CO-WORKERS WHO PREDICTED FAME FOR THE ACTRESS WHEN SHE WAS STILL A STARLET. ELEANOR'S FAN MAIL KEEPS GROWING IN LEAPS AND BOUNDS.



RADIO CORNER

ONE MINUTE ANNOUNCEMENT

SOUND: (AS OF THE ROLL OF A DRUM) (FADES AS)

1st ANN: From the halls of Montezuma . . . to a hundred flaming shores . . . here come the men who have never been stopped . . . here comes the story that has never been topped.

2nd ANN: Proudly, Warner Bros. presents . . . "PRIDE OF THE MARINES" . . . the story of those dashing . . . fighting . . . history-making devil dogs . . . now brought to the screen in the glorious saga of one of their greatest heroes . . . Sgt. Al Schmid . . . whose unconquerable courage won the acclaim of a nation . . . whose epic story traces back ten thousand miles and ten thousand dreams . . . to a girl whose love inspired his fabulous deeds.

1st ANN: It's John Garfield . . . in the perfect portrayal of a perfect American . . . Al Schmid . . . Marine! Eleanor Parker as Ruth . . . who would have waited till eternity . . . Dane Clark . . . as Lee Diamond . . . the man who shared all of Al Schmid's amazing adventures. You can't afford to miss . . . "PRIDE OF THE MARINES" . . . at the Strand Theatre . . . now.

30-SECOND ANNOUNCEMENT

SOUND: (AS OF THE RINGING OF A PONDEROUS BELL) (FADES AS)

ANN: HE was born in Philadelphia . . . the home of the Liberty Bell . . . the cradle of Democracy. When war came . . . and the marines slogged into Guadalcanal . . . a nation was soon to hear of him . . . Al Schmid . . . "PRIDE OF THE MARINES."

2nd ANN: Now . . . Warner Bros. brings you the unforgettable saga of Al Schmid . . . whose unconquerable courage won the acclaim of his countrymen. It's John Garfield . . . as gallant Al Schmid . . . it's Eleanor Parker . . . as the girl who shared her man with America . . . it's Dane Clark . . . as fighting, Jap-hating Lee Diamond . . . it's "PRIDE OF THE MARINES" . . . at the Strand Theatre . . . now!

15-SECOND ANNOUNCEMENT

MUSIC: (THE MARINE HYMN) (FADES AS)

ANN: Out of the annals of a fighting corps that is rich in glory . . . comes the story of Al Schmid . . . the one-man army . . . the "PRIDE OF THE MARINES." Here is his saga . . . of intrepid courage in the face of fantastic odds . . . of unsurpassable love in the face of lofty barriers. You'll thrill . . . you'll love . . . John Garfield . . . Eleanor Parker . . . Dane Clark . . . in Warner's "PRIDE OF THE MARINES" . . . at the Strand . . . now.

MAKEUP FEATURE GEARED FOR WOMEN'S PAGES . .

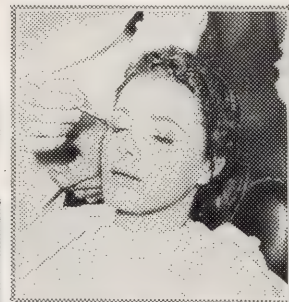
Custom Made Beauty



Eleanor Parker has an oval face, and it is perfectly in proportion. As Perc Westmore discovers here, the distance from the center of the eye to hairline is the same as that from the center of the eye to the lip.

Using a lipbrush, Perc Westmore applies lip rouge in full curves, following the star's natural lip outline. Moist rouge is applied directly over the foundation, blended up over the cheekbone toward the temple, lightly under eyes.

Among the newer stars of the screen to come under makeup-man Perc Westmore's "Proportion test" is Eleanor Parker, currently starred with John Garfield and Dane Clark in Warner's "Pride of the Marines." If you follow Perc Westmore's famous "Rule of Three" for correct face proportions, you can evolve your own custom-made beauty. Here it is: The distance between lip and eye should be equal to the distance between eye and hairline.



Having applied a liquid cream foundation, Perc Westmore next applies eyeshadow. Here he employs an art brush for the initial application on Eleanor Parker's eyelids. He follows through by blending carefully up to the eyebrows.



Following the application of powder, Perc Westmore further defines the arch of the eyebrows with pencil, applying it in short, sharp hairstrokes. Excess lipstick is blotted off by pressing tissue against the lips—and Eleanor Parker is ready to go before the waiting cameras on the Warner lot.

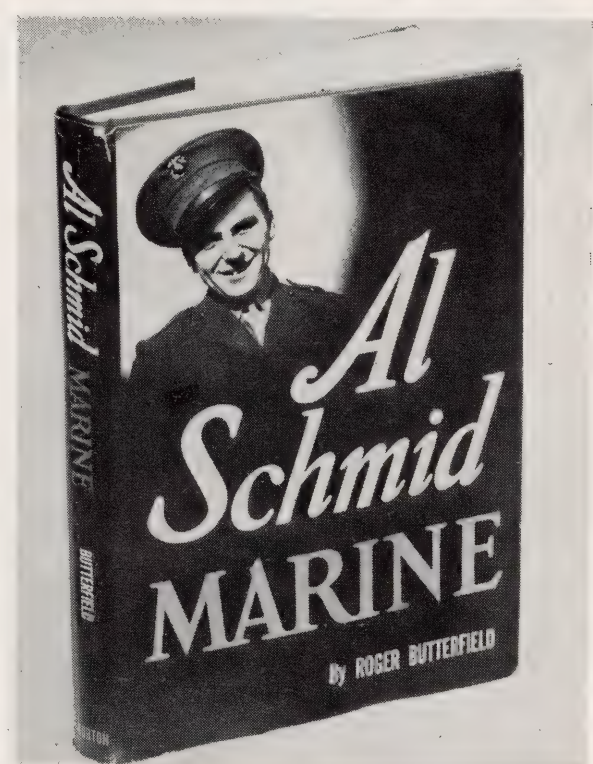
Here is a specially prepared newspaper mat feature crediting "Pride of the Marines" which is slanted towards women's pages, special fashion supplements, etc. Plant in your local press for maximum publicity for your playdate.

ORDER: ↑ "Pride of the Marines" Mat No. 302-B, 45c., from Warner Bros.' Campaign Plan Editor, 321 W. 44th St., New York 18, N. Y.

TIE IN WITH BOOK SHOPS FOR 3-WAY COOPERATIVE PROMOTION

Here is a reproduction of the cover of the original edition of "Al Schmid Marine" which was published by the Norton Publishing Company. You can do these things with it:

1. Contact your local book dealers. If still stocked with copies of the book, arrange for interesting window displays, combining book with stills from your branch set.
2. Set up lobby displays by blowing up this still and surrounding it with cut-out figures of John Garfield, Eleanor Parker and Dane Clark.
3. Set up library displays.



ORDER: Al Schmid Still No. AA, 10c., from Warner Bros.' Campaign Plan Editor, 321 W. 44th St., New York 18, N. Y.

BOYS AND GIRLS... THESE UNIFORMS ARE THE "PRIDE OF THE MARINES"

So get out your paints and crayons and color them in!
You'll win Free Tickets to the theatre to see

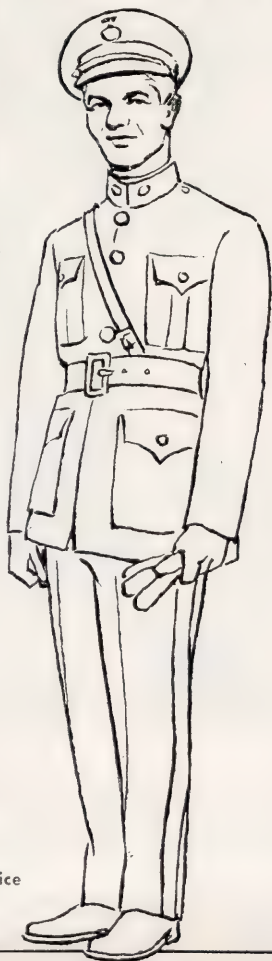
The Warner Bros. Hit

"PRIDE OF THE MARINES"

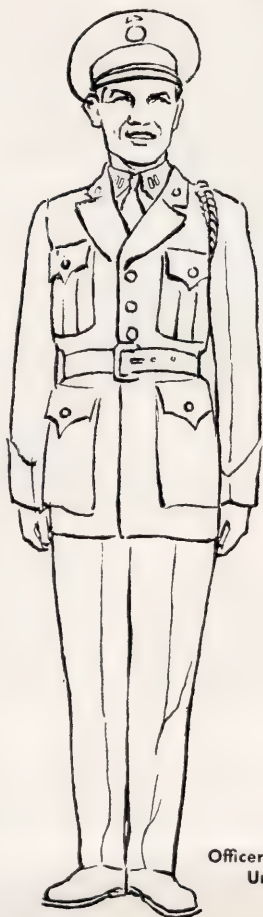
Starring **JOHN GARFIELD**
Eleanor Parker • Dane Clark



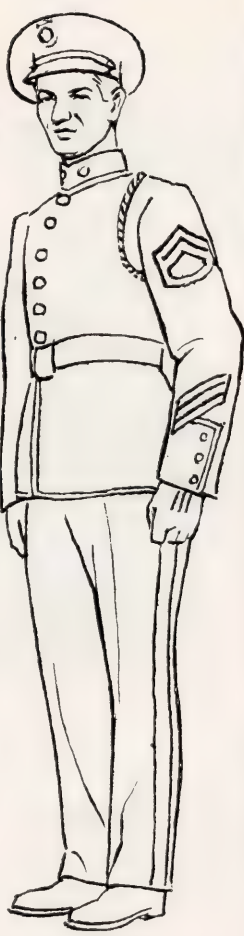
Officer's Winter Uniform



Enlisted Man's Service Uniform



Officer's Undress Uniform



Enlisted Man's Dress Uniform

NAME ADDRESS

ORDER: "Pride of the Marines" Color-In Blank, Mat No. 303 - B, 45c, from Warner Bros.' Campaign Plan Editor, 321 W. 44th St., N. Y. 18, N. Y.

Go After The Kids With This Special Color-In Contest

For 166 years, the Marine Corps has been a source of inspiration for the youngsters of America. Their colorful uniforms are envied by every red-blooded boy and girl. Here is an art layout, in mat form, that enables you to arouse interest in "Pride of the Marines," easily and effectively.

PUT IT TO WORK AS:

A Newspaper Contest: Reproduce this blank in your local newspaper, offering guests tickets to those doing the best color-in job on the Marine uniforms.

Handouts: Print up a quantity of these blanks and distribute them throughout your town and at matinees proceeding your playdate.

Lobby Contest: Blow-up and color-in the blank yourself and use it as an attractive lobby display during your Saturday matinees. Distribute blanks to kids in lobby as they leave the theatre. Run co-op ads on the other side.

POPULAR NEWSPAPER FEATURE AVAILABLE IN 5-COLUMN MAT FORM

This Week's SCREEN STORY

MOVIE-OF-THE-WEEK: "Pride of the Marines" Starring **JOHN GARFIELD** **ELEANOR PARKER** **DANE CLARK**



Prior to the Japanese attack on Pearl Harbor, Al Schmid (John Garfield) was a fun-loving young American, fond of bowling, coon hunting and his girl friend, Ruth Hartley (Eleanor Parker); giving little thought to politics.



War comes and Al Schmid answers his country's call to arms. A marine now, holding back a Jap attack on Guadalcanal, Al shares his foxhole with Johnny Rivers (Tony Caruso) and Lee Diamond (Dane Clark). Here it is that Al is wounded, in the battle of Tenaru River.

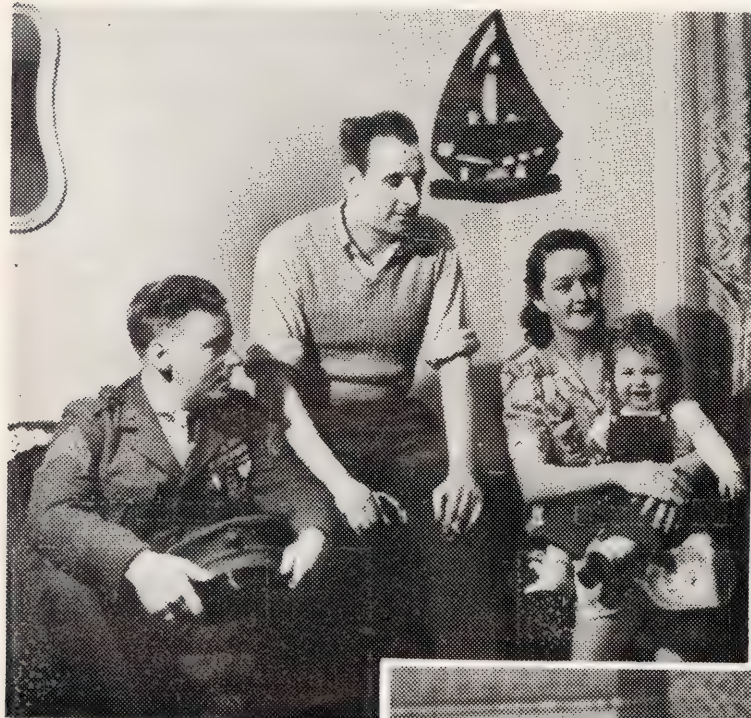


Home at last and beloved by Ruth, Al faces the future with courage and determination. For his devotion to duty, Al Schmid is awarded the Navy Cross and wins the ringing acclaim of a grateful nation.

ORDER: "Pride" Movie-of-The-Week Mat No. 502 - B, 75c, from Warner Bros.' Campaign Plan Editor, 321 W. 44th St., N. Y. 18, N. Y.

A Movie Is Born

Fashioned from his extraordinary exploits on Guadalcanal, Warners' gripping saga of Sergeant Al Schmid, "Pride of the Marines," makes a thrilling appearance on the screen. Here is how the film was born.



Their attention captured by the stirring newspaper accounts of his courage, Warner Bros. dispatches a representative to Al Schmid's Philadelphia home to gather background material. His friends, Jim and Ella Merchant, are observed and written into the script.

The film is cast with Eleanor Parker as Al's girl, Ruth Hartley, and Dane Clark as Lee Diamond. John Garfield, who will portray Al Schmid, arrives at the North Philadelphia station for authentic scenes to be shot in the city.

Movie star and Marine hero become warm friends. Al's way of talking, his motions, his physical characteristics are studied by the actor to aid him in giving an accurate portrayal.



On a set that is an exact duplicate of Guadalcanal's muddy Tenaru River, Al's heroic one-man stand against 200 Japs is enacted. Extras and principal players alike put in gruelling hours for the sake of realism.

The film nears completion and as cameras grind, Al Schmid is awarded the Navy Cross . . . for his devotion over and above the line of duty. His courage and his ideals are now transformed to film for all America to see.



Back on the lot, Director Delmer Daves and John Garfield await Jerry Wald, the film's producer, prior to shooting the important Guadalcanal sequence. Getting extras to play Jap soldiers was a big problem.

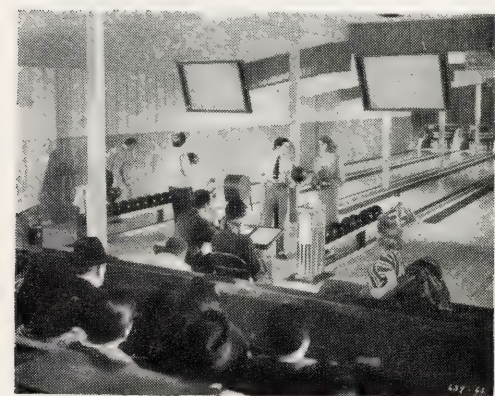


ORDER: "Pride of the Marines" "Movie Is Born" Mat Feature No. 501-B, 75c, from Warner Bros. Campaign Plan Editor, 321 West 44th St., New York 18, N. Y.

CO-OPS FOR PROMOTION MINDED TOWNS

Reproduced here are seven stills, available at 10c each, direct from Warner Bros.' Campaign Plan Editor, which can serve as the basis for some excellent co-op tie-ups. Suggested uses are as follows:

For Bowling Alleys



Bowl for Health!
See
"Pride of the Marines"
For Action and Thrills
Strand Theatre Now!
#639 — 63

For Restaurants



Eat In Comfort At
See
"Pride of the Marines"
At The Strand Theatre
Now!
#639 — 75

For Drug Stores



Have You All Your Shaving Gear?
Have You Seen
"Pride of the Marines?"
At The Strand Theatre
Now!
#639 — 48

For Red Cross



He's Giving His All . . .
You Can Give A Little . . .
Join A Red Cross Unit
Now!
#639 — 38

For Army & Navy



If It's A Uniform We Have It.
If It's "Pride of the Marines"
You Must See It.
At the Strand Theatre . . Now!
#639 — 508

For Florists



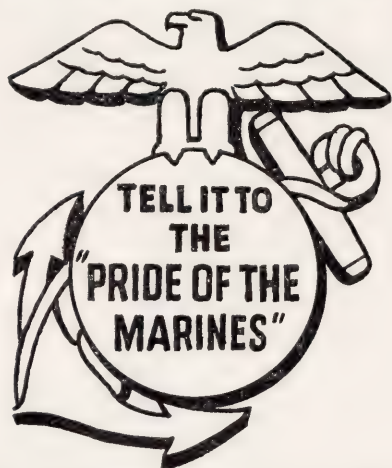
Flowers For Remembrance . . .
"Pride of the Marines"
For Extra Enjoyment . . .
Now Playing At The Strand!
#639 — 47

For Sportswear



We've Got Sportswear Deluxe
A Deluxe Movie Is . . .
"Pride of the Marines"
At The Strand . . . Now.
#639 — 117

MARINE EMBLEM AVAILABLE AS BADGE



Shown here in actual size, is a pin-on Marine emblem badge made of metallic silver cardboard. Distribute them at matinees a week in advance of your playdate or have them worn by your ushers and usherettes.

PRICES:

In lots of 500 — \$7.00
In lots of 1000 — \$12.50

ORDER direct from:

Economy Novelty & Printing Co.
225 West 39th Street
New York, New York

Select and Honor Most Active 'Service Wife' in Community . . .

Eleanor Parker, as gallant Ruth Hartley in "Pride of the Marines," is typical of the millions of girls who have seen their men march off to war!

It's your lead for a contest to find and fete the most active "Service Wife" in your community.

Your town has its share of these women who have not been content to watch the war being fought for them and who have taken, in addition to their household chores, jobs in war plants and vital industries.

Conduct a newspaper campaign to find and glorify the local "Service Wife" who has done the most on the home front.

Tie it in with your playdate by presenting the winning "Service Wife" with a block of guest tickets to your future shows and by making her guest of honor at your opening of "Pride of the Marines."

DON'T FORGET THE WOMEN MARINES!

The women's branch of the United States Marine Corps has done a grand job in this war and their ranks are still open for enlistments.

Contact the USMC Public Relations Officer in your area and arrange for a recruiting booth to be set up in your lobby. Remember, they too, are the "Pride of the Marines."

6" x 18" FULL COLOR HERALD

\$ **2**⁷⁵
per M in
lots more
than 5M

\$ **3**⁰⁰
per M in
lots less
than 5M

**Entire Reverse Side Free
For Co-op Imprint**

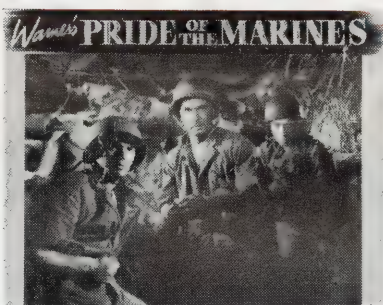
**40" x 60"
PHOTOCHROME DISPLAY**



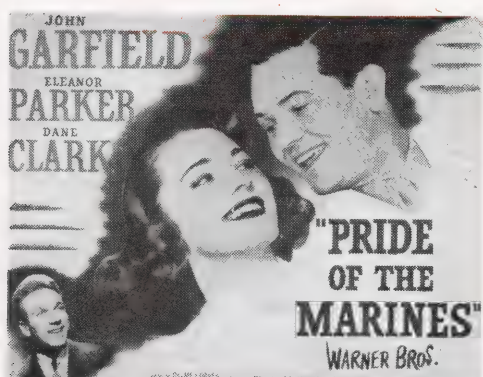
Rental: 75c



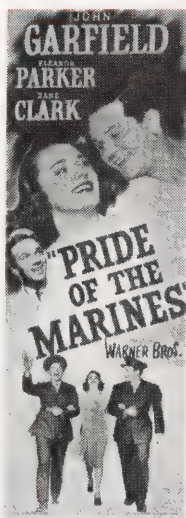
**8 COLORED 11 x 14's
Rental: 35c per set**



**2 COLORED 22 x 28's
Rental: 20c each**

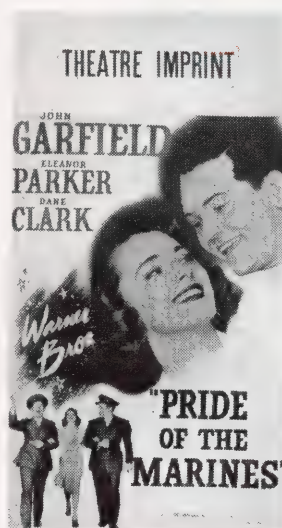


SLIDE . . Price 15c



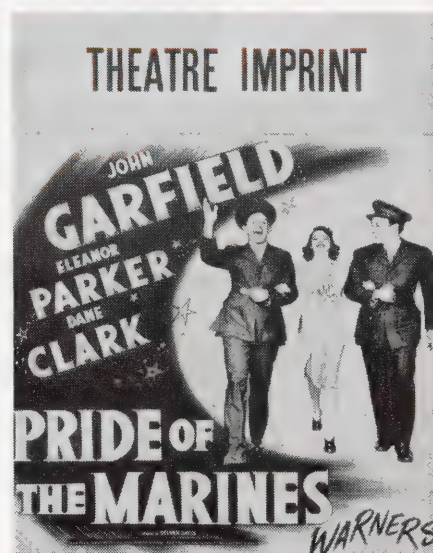
**INSERT CARD
Rental: 12c**

2 WINDOW CARDS



MIDGET

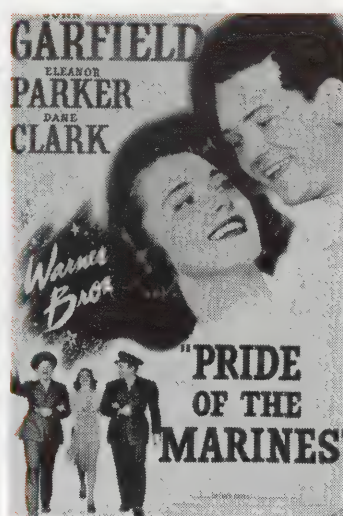
Price: 4c each



REGULAR

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50 to 99 — 6c each;
100 and over 5½c each.

POSTERS



1 - SHEET
Rental: 8c

RENTAL PLAN				
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THREE-Sheet	.45	.21	None	.24
SIX-Sheet	.90	.42	None	.48
8 x 10 Stills Black & White	.15	.09	.05	.06
11 x 14 Lobby Displays (Per Set of 8)	1.25	.90	.50	.35
22 x 28 Lobby Displays	.60	.40	.20	.20
14 x 36 Insert Cards	.40	.28	.15	.12
40 x 60 Photochrome (Colored)	1.25	.50	None	.75

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POSTERS

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100 & over	.60c each

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50 to 99	.32c each
100 & over	.28c each

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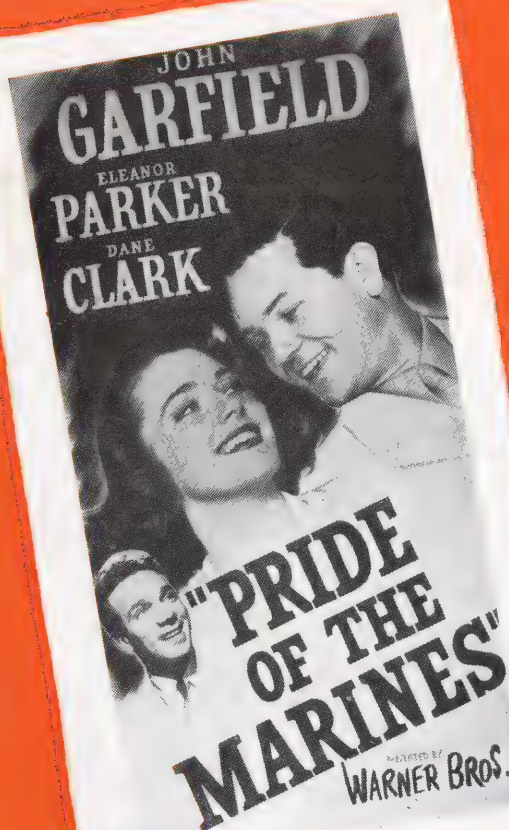
50 to 99	.11c each
100 & over	.9c each



6 - SHEET
Rental: 48c



24 - SHEET



3 - SHEET
Rental: 24c

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"PRIDE OF THE MARINES"

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ADDRESS _____ SHIP VIA _____

	ITEM	QUAN.	UNIT PRICE	AMOUNT
RENTAL ITEMS	1-SHEET			
	3-SHEET			
	6-SHEET			
	8 x 10 STILL			
	11 x 14 LOBBY DISPLAYS			
RENTAL ITEMS	22 x 28 LOBBY DISPLAYS			
	14 x 36 INSERT CARDS			
	40 x 60 PHOTOCHROME			
	24-SHEET			
	WINDOW CARDS (Reg.)			
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	SLIDES			
	HERALDS			
	PRESS SHEETS			
	MATS			
TOTAL				

PLAY DATE _____ SIGNATURE _____



FLASH!

**A WORLD
PREMIERE
THAT WENT
'ROUND THE
WORLD!**

**“PRIDE
OF THE
MARINES”**

GEARED FOR MIGHTY PRESS, RADIO, MAGAZINE COVER-
AGE. IT SENT “PRIDE OF THE MARINES” INTO ACTION

FOR EXHIBITORS EVERYWHERE!

MR. SHOWMAN

check them for yourself—the big reasons why "Pride of the Marines" offers you the greatest pre-sold to audiences campaign of the year. Moviegoers everywhere will want to see the film that they read about in Life, in the press, and heard about over the coast-to-coast radio hookups.



more atoms... ready to car- until
warning the enemy of his re-

PHILADELPHIA DAILY NEWS, WEDNESDAY, AUGUST 8, 1944

GUADALCANAL DAY was celebrated by 400 veterans of 1st Marine division at Bellevue-Stratford hotel with dinner and preview showing of picture, "Pride of the Marines," life story of Philadelphia's hero, Marine Sgt. Al Schmid, blinded after killing 200 Japs on island. High ranking officials attended.—(Staff Photo)

VE THEM THE WORKS
The blind Marine, as guest
maker, told his buddies: "When
I go to Tokyo, I wish I could
with you, give them the works
me."

Other speakers at the dinner
were Sen. Francis M. Brien and
Lewis B. Fuller, former com-
mander of the 1st Marine division.
Mayor Bernard Samuel remind-
ed the Marine Corps was orga-
nized in this city in 1775. He
noted another and greater
fighting for the fighting Marines
winning the main Japanese is-

Marines honor Guadal victory

In the first reunion of a military unit in this war, more than 400 veterans of the 1st Marine division celebrated the landing on Guadalcanal on Aug. 7, 1942, in impressive ceremonies at the Bellevue-Stratford hotel.

An assemblage of Marine veterans from privates to generals and state and city officials also saw a preview of "Pride of the Marines," based on the life of Philadelphia

new cases of polio here

DAILY NEWS

The new films

By LEONORE BUSHMAN
As is to be expected after the Warner Brothers film-crew invasion of the city last fall, Philadelphia figures prominently in "Pride of the Marines," which has its world premiere at the M.A. world today. Many of the baum shots are story of Al Schmid, a local Marine hero whose exploits were acclaimed amount of actual background included.

People who live in the 6500 block of Tulip st., or know the block of the Dodge Steel Co. will easily spot their homes of their place of employment. Then there's the Nasal hospital, the 30th st. station and those chunks of purely historical shots, but those were paid to be extras during the filming will have a great deal of difficulty finding them- selves. More than half of the scenes taken here were guarded or used for reference alone.

John Garfield and Al Schmid were constant companions during those location days here in Philadelphia. The former's portrayal of Schmid was a personality and took him on a personally conducted tour of the establish- ment.

Garfield is one of the founders of the Hollywood Canyons and often drops in to visit servicemen or don an apron and play bus boy. Schmid was in attendance on Thanksgiving eve, 1942 and Garfield gave him the first slice of turkey. Schmid's special holiday turkey and took him on a personally conducted tour of the establish- ment.

Eleanor Parker was chosen for the role of Ruth Hartley, who became Mrs. Al Schmid, because they bear a striking physical resemblance to each other. Their hair is the same shade of light brown and their body measurements are similar. Although at the time the picture was made Eleanor was recovering from an appendectomy which brought her weight down con- siderably.

The film covers Schmid's life to the point where he permits to accept the loss of his eye to the re-

PHILADELPHIA RECORD

TUESDAY, AUGUST 7, 1945

March on Tokyo Began Three Years Ago



THE ROAD TO GLORY for the 1st Marine Division began here on August 7, 1942, when these men charged ashore from landing craft to establish a beachhead on Guadalcanal. The other end of the road is in Tokyo!

400 Guadalcanal Veterans Here to Celebrate Third Anniversary of Beginning of First Offensive

By JACK DALY
Four hundred battle-seasoned Marine veterans of the Guadalcanal campaign will gather at downtown hotel tonight to celebrate the third anniversary of their landing at Tulagi in the Solomon Islands.

Four hundred survivors of the Guadalcanal campaign, the 1st Marine Division, are here tonight to mark the third anniversary of their landing at Tulagi in the Solomon Islands.

Some will come from new stations at the Marine Corps Depot of Supplies, and the Philadelphia Navy Yard. Some will come from their homes and others—will be brought from the Philadelphia Naval Hospital. But every one, from the high-ranking First Division of the first offensive action by American troops in World War II. They'll witness the world's premiere of "Pride of the Marines," a picture which is based on a campaign they know well.

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THE FAMOUS shoulder patch of the 1st Marine Division.

feers there to say the things Gen. Vandegrift would have said. And there'll be men like Col. "Cherry" Fuller, four-time winner of the Navy Cross; Philadelphian Al Schmid, blinded as a party of charging "monkey-men" about the breeze in Marine Corps avie sing the Marine Hymn and gave a toast to the fallen who lived to wear the Congressional Medal of Honor assignment only to fall on the beach at Iwo Jima.

One of the high points of the evening will be a two-way broadcast between Philadelphia and the Far Pacific, where the 1st Marine Division is resting at the Okinawa campaign.

Many of the original members of the First are still with the outfit and have chased Japs the way from the Solomon Islands to the Philippines. They'll be on the other end of this broadcast.

Broadway Gazette

ION
cluding YOUR
the country.

COAST-TO-COAST

INDIANAPOLIS

THE WASHINGTON POST

**Famed Blinded Marine Was 3 P
Helped by Hospital Worker IN**

A blinded marine hero is today leading a normal, adjusted life as a husband and father due to the efforts of Miss Pfeiffer, Red Cross medical hospital worker stationed at the Marine Hospital here.

Miss Pfeiffer was serving a marine hospital on Guadalcanal on the day in October, 1942, when Pvt. Al Schmitt was brought in on a stretcher. He had killed more than 200 enemy soldiers with a machine gun before he was blinded by a grenade.

It was up to her to accept the fact that he would never see again, and to help him to face the future. It was she who carried correspondence with him at a time when he felt not marry.

care and tactfulness it. Schmitt went home a father of a year-old child. He is making plans to return to the States.

ffer was the honor day at the preview of the movie version of "The Pride of the Marines" at the Capitol Theatre here. Al Schmitt and the movie version of the story, "The Pride of the Marines," were the main attraction.

of any of the Peter Yezierski. The movie has seen the States and the States. It is a story of a young man who is blinded in the States and who is helped by a hospital worker.

ding badly to take those he in the States. He was wounded in the States and was helped by a hospital worker.



Guadalcanal Anniversary Marked by Marines

Three Marines who fought through the Guadalcanal campaign found romance in Washington on their return to the States. With their wives they were guests last night at a special showing of "Pride of the Marines" at the Interior Department Auditorium. Left to right are: Sgt. and Mrs. Leonard P. Davis, 1108 S. 15th st., Arlington; Sgt. and Mrs. Edward Brinn, 502 S. 20th st., Arlington; and Tech. Sgt. and Mrs. Bob Brenner, 4698 S. 36th st.



NEWS-POST
NG, AUGUST 8, 1945 19

2 Shore Utilities In Expansion Fight

Proposals of the Chesapeake and Potomac Electric Power Co. to build a new power plant at the mouth of the Chesapeake Bay have been met with opposition from the local utility companies.

The Baltimore News-Post and Sunday American are offering weekly news tips for news tips.

KANSAS CITY TIMES. TUESDAY, AUGUST 7

GUADALCANAL RECALLED BY FIRST MARINES IN REUNION THREE YEARS AFTER LANDING

of Bloody Beachhead Agree Things Have Changed a Lot Since August 7, 1942

There Was Neither Air Cover Nor Flame Throwers, Nor Bazookas — Island Almost Deserted Now.

WO years ago this morning, August 7, 1942, the United States Marines' 1st Marine Division hit the beach at Guadalcanal. It was the first offensive against Japan and today the event will be remembered by the 1st Marine Division as a nation-wide obligation.

original members of the 1st Marine Division have been scattered. Some are on shore duty, some are in the States, and some are in the Pacific. The 1st Marine Division is now a composite of many different units.

Enlisted in 1942, Sergeant Sawyer's home is in St. Louis. He enlisted in the United States April 13 of the same year, serving at American Samoa, Guadalcanal, New Zealand, Tarawa, Hawaii, and Saipan. He fought in the battles of Guadalcanal, Tarawa, and Saipan and was wounded in all three engagements. In the first day's fighting at Tarawa he suffered flash burns on his eyeballs while moving.

to destroy its objective. A Jap bullet ripped into the lieutenant's stomach. He crawled back to his own lines, was sent to Australia for a long period of hospitalization, was sent back to the United States and assigned to the Kansas City recruiting office in August, 1944.

His ribbons include the Good Conduct medal, American Defense, American Theater, European Theater, Asiatic-Pacific Theater with two battle stars, a Presidential Unit citation and the Purple Heart.

Returning to the Jungle By LIE (United States) (North American) Guadalcanal, Aug. 8, 1945

ed, Aug. 8, 1945 St. Louis Globe-Democrat.





FEELING HIS WAY WITH ONE HAND, BLIND HERO AL SCHMID OF THE U.S. MARINE CORPS (JOHN GARFIELD) COMES BACK TO HIS FORMER HOME IN PHILADELPHIA

MOVIE OF THE WEEK:

Pride of the Marines

Hollywood films Al Schmid saga

The story of Marine Sergeant Al Schmid, originally told in a LIFE article by Roger Butterfield (March 22, 1943), has now reached the screen. With painstaking fidelity to fact, the picture *Pride of the Marines* tells how its hero, a restless, likable machine-shop worker, joined up after Pearl Harbor, mowed down 200 Japs singlehanded on Guadalcanal and then returned, blinded by a Jap hand grenade, to marry his faithful girl and take up life where he had left it in Philadelphia. The result, depicted with tenderness and understanding but without sentimental-

ity, is one of the most gripping of all recent screen dramas dealing with the problems of the disabled veteran. Al Schmid's battle to face the world as a blind man transcends the heroism of his fight on Guadalcanal. As he wins it, he is rewarded by a partial return of his eyesight. Last week the real Al Schmid planned to buy a home with the \$12,000 his picture rights had netted him and was looking forward to this week's Philadelphia premiere of *Pride of the Marines*. Of his screen biography, all that Hero Al Schmid will be able to grasp is the part conveyed by the sound track.



"LIFE" SCENE

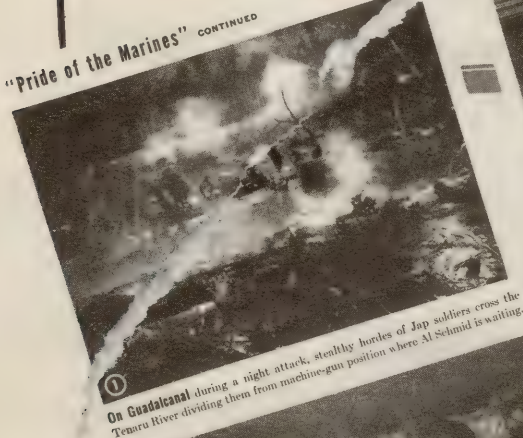
The real Al Schmid sits on the porch in doorway. Picture appears in movie.



MOVIE SCENE

The real-life picture is meticulously copied in this scene from film, where John Garfield plays Al Schmid, Eleanor Parker, his wife.

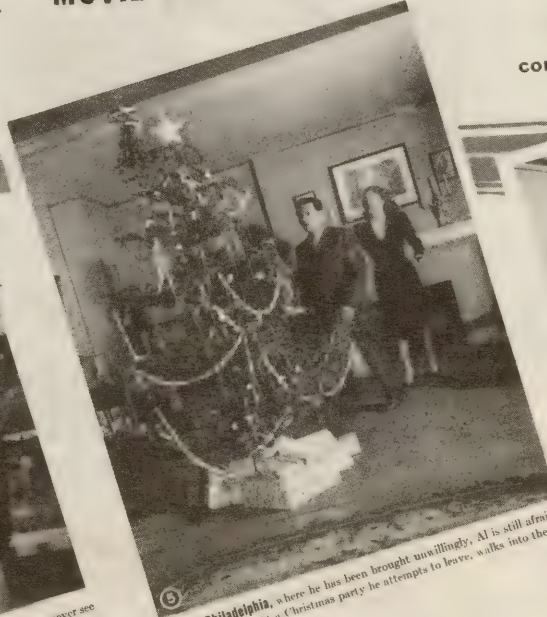
"Pride of the Marines" CONTINUED



On Guadalcanal during a night attack, stealthy hordes of Jap soldiers cross the Tenaru River dividing them from machine-gun position where Al Schmid is waiting.

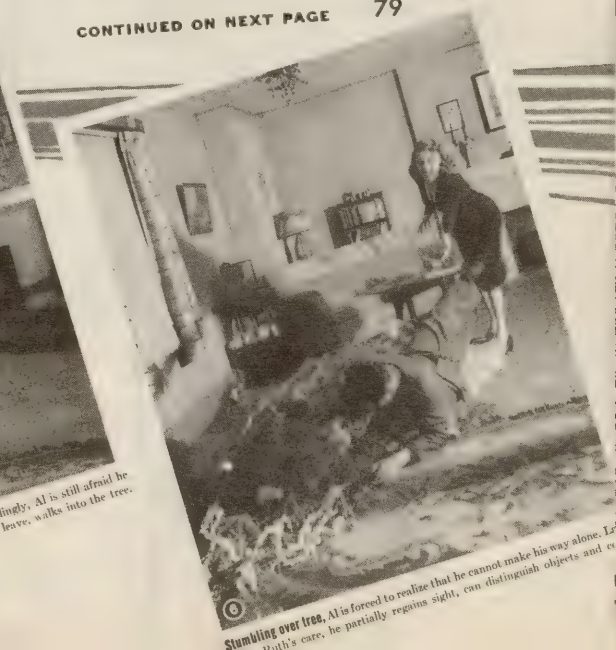


In a U.S. hospital Al Schmid dictates letters to his girl Ruth. First he deceives her about his eyes. Later he tries to break with her, fearing he will become a burden.



Back in Philadelphia, where he has been brought unwillingly, Al is still afraid he should not marry. At a Christmas party he attempts to leave, walks into the tree.

CONTINUED ON NEXT PAGE 79



Stumbling over tree, Al is forced to realize that he cannot make his way alone. In Ruth's care, he partially regains sight, can distinguish objects and is

GUADALCANAL DAY FROM COAST TO COAST

● "Pride of the Marines" started in Philadelphia, home of Al Schmid and the United States Marines. But it didn't stop there. August 7th, date of the premiere, was celebrated throughout the country by the United States Marine Corps as Guadalcanal Day, honoring Al Schmid's 1st Marine Division. 1,500 veterans of Guadalcanal attended reunion banquets in Philadelphia and many other key cities and also attended special previews of the picture. High ranking Marine, Navy, national and local civic officials were special guests of honor at these special banquets and previews.

PHILADELPHIA MARINE'S FIGHTING CAREER TO HAVE WORLD PREMIERE
Dane Clark in one of the scenes from "Pride of the Marines," a saga of the Philadelphia hero's Guadalcanal exploits, which will open at the Mastbaum on Wednesday.

PHILADELPHIA HERO World War II Vets' Reunion Will Mark 'Guadalcanal Day'

Tuesday is going to be a big day in this town for 400 First Division Marines. Designated as "Guadalcanal Day," it will mark the first reunion in this country of veterans of World War II. Philadelphia's intrepid hero, Sergeant Albert Schmid, who lives at 1025 Fillmore st., received the first wartime \$1000 Inquirer Hero Award on April 10, 1943, for his phenomenal bravery and endurance in sending 200 Japs on Guadalcanal into Eternity before being blinded by the explosion of a Jap hand grenade which, unfortunately, found its mark beside his machine gun. He also received the Navy Cross for extraordinary heroism and outstanding courage in action. An added guest of honor will be Colonel Lewis Burwell "Chesty" Puller, another much-honored Guadalcanal hero.

The Dodge Steel Company, Ser-... will release workers between 1 and 3... in the afternoon so that they can... participate in the special ceremonies... honoring both him and the First... Division at Frankford ave. and Or-... dross st. Clarence E. Bertolet, presi-... dent of the Northeast Philadelphia... Chamber of Commerce, and L. E. chi-... Buckius, American Legion Post Jir-... Commander, will present special ci-... tations to Sergeant Schmid. 8000-Mile...

THE PHILADELPHIA INQUIRER.

MAYFAIR TIMES

DEVOTED TO THE INTERESTS AND DEVELOPMENT OF THE GREATER MAYFAIR SECTION
MAYFAIR—HOLMESBURG—TACONY—TORRESDALES—LOWER MAYFAIR—SLERIDGE—WISSAHICK
PHILADELPHIA, PA., THURSDAY, AUGUST 3, 1943

Northeast Celebrates 'Sgt. Al Schmid Day' Next Tuesday, Aug. 7

Local Celebration For Marine Hero To Be Broadcast

The Northeast will pay tribute to its own Marine hero, Sergeant Al Schmid, with fitting ceremonies at Frankford and Oxford aves. at 1:30 next Tuesday, August 7 as the start of a nationwide celebration for the "Pride of the Marines."

Employees of the Dodge Steel Co., where Al Schmid was employed before joining the Marines in December, 1941, will be there to honor their former fellow worker. Chester Roberts, vice-president of the company will head the delegation. Clarence E. Bertolet, president, and Frank T. Wilson, secretary of the Northeast Chamber of Commerce will participate in honoring this hero from the Northeast and his wife. The entire ceremony will be broadcast over radio station WFIL on Tuesday and a transcription will be rebroadcast on the following Sunday afternoon on that station's "Events of the Week" program.

John B. Kennedy, nationally-known news commentator will be master of ceremonies at the broadcast.

After the celebration in the Northeast the Marine hero and his wife will be escorted down town to be honored at a city-wide ceremony while other cities throughout the nation will pay tribute to the boy who captured the hearts of every patriotic American.

To coincide with the U. S. Marine Corps observance of the Guadalcanal anniversary, arrangements have been made for the World Premiere of the motion picture, "Pride of the Marines" to be held in the grand ballroom of the Bellevue Stratford Hotel, at a reunion dinner of the First Marine Division veterans. Similar reunions are taking place simultaneously in other states throughout the country.

Arrangements to broadcast the evenings' program on a national coast to coast hook-up are being made. In attendance will be the Secretary of Navy, James Forrestal, General A. A. Vandergriff,



AL SCHMID, Northeast Marine hero who was skyrocketed to national fame when he killed 200 Japs in the fighting on Guadalcanal. He will be honored at the "Al Schmid Day" celebration Tuesday, August 7.

Dodge Steel Co. Employees Remember Good-natured Al

Laughing or joking is the manner, recalled to mind was one winter's night when Al's car ran out of al- in which the employees of the Dodge Steel Company, State rd. and Lev- col. Fearing his motor would ick st. remember Al Schmid, the freeze, he madly drove the car into his rented garage and boiled the Marine sergeant hero who is cred- door. The strong vapors from their

Philadelphia Hero's Life on Screen

"PRIDE OF THE MARINES," the motion picture version of the life of Sgt. Albert A. Schmid, Philadelphia's Marine hero of Guadalcanal, will be given its world premiere showing in Philadelphia August 8. Schmid, winner of the Navy Cross for extraordinary heroism as a machine gunner on Guadalcanal in 1942, and recipient of the Inquirer Award for Valor, will be portrayed on the screen by John Garfield. Eleanor Parker plays the part of Ruth Hartley, Schmid's sweetheart whom he later married. Some scenes in the picture were actually photographed in Philadelphia.



In this scene, Garfield, as the Marine hero, is at Philadelphia Navy Yard where he was awarded the Navy Cross. Schmid had been blinded in one eye, partially blinded in the other.



As waves of attackers charged, Schmid mowed them down. His comrade, loading for him, fell. After that, Schmid, portrayed here by Garfield, did his own loading.



Here is the actual ceremony in which Al Schmid received the Navy Cross from Marine Col. A. E. Randall. The av. rd was made at Philadelphia Navy Yard Feb. 25, 1943.

PHILADELPHIA RECORD, SUNDAY, AUGUST 5,

... to Guadalcanal



LINE STUDY: Philadelphia's Al Schmid, who killed 200 on Guadalcanal before he was blinded by a bullet, has a conference with John Garfield during production of "Pride of the Marines," the story based on Schmid's life. The has its world premiere at the Mastbaum Wednesday.

ADVERTISING SECTION

→
WATCH
DATING
→

TODAY! TREMENDOUS!!



Never a love so warm and wonderful

Rarely a picture so magnificent and memorable

One of the best of all love stories... *2nd*

Warners
Glorious new
triumph!

*BEST OF ALL
ITS TRUE!*

Pride of the Marines

STARRING

JOHN GARFIELD

His top performance by miles!

ELEANOR PARKER • DANE CLARK

A thrilling personality to win your heart!

The guy the girls are crazy about!

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman



THEATRE & DATE



BUY WAR BONDS
AT THIS THEATRE!



Mat 304 — 3 columns x 10¾ inches (450 lines) — 45c

(See Page 15A for this ad in 2 column size)

→
WATCH
DATING
→

Thrill Today!

TO ONE
OF THE GREATEST
OF ALL WARNER
ADVENTURE
SMASHES!



Warners' glorious

Pride of the Marines

STARRING

JOHN GARFIELD

ELEANOR
PARKER

DANE
CLARK

→
WATCH
DATING
→

Thrill Today!

TO ONE OF THE
MOST EXCITING
PERFORMANCES
EVER SEEN ON
THE SCREEN!



→
WATCH
DATING
→

Thrill Today!

TO ONE OF THE BEST OF ALL
LOVE STORIES — *and*
Best of all, it's TRUE!

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz • Adaptation by Marvin Borowsky
From a Book by Roger Butterfield • Music by Franz Waxman

★ THEATRE & DATE ★

★ BUY WAR BONDS
AT THIS THEATRE! ★

Mat 402 — 4 columns x 11 inches (624 lines) — 60c

(See Page 13A for this ad in 3 column size)

A FELLOW WHO BROUGHT BOUQUETS TO HIS GIRL
... AND WON ONE FOR HIMSELF!

Pride of the Marines

HE'S THE KIND OF A GUY EVERY GIRL IS PROUD OF... IT'S THE KIND OF PICTURE WARNERS ARE PROUD TO MAKE!

starring **JOHN GARFIELD**
A great guy in his greatest performance...

ELEANOR PARKER
A thrilling personality to stir your heart...

DANE CLARK
The man's man the girls are crazy about!

ONE OF THE BEST OF ALL LOVE STORIES—AND BEST OF ALL, IT'S TRUE!

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz • Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman



THEATRE & DATE



**BUY WAR BONDS
AT THIS THEATRE!**



Mat 401 — 4 columns x 7½ inches (420 lines) — 60c

(See Page 11A for this ad in 3 column size)

If
You've
ever
Seen
a sweller
more
wonderful
Love Story
— TELL IT
TO
THE
MARINES!

JOHN GARFIELD
A great guy in his greatest performance!
ELEANOR PARKER
A thrilling personality to win your heart!
DANE CLARK
The boy the girls are crazy about!

Pride
of the Marines
WARNERS!
A GLORIOUS NEW TRIUMPH FROM



Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman

★ THEATRE & DATE ★ BUY WAR BONDS AT THIS THEATRE! ★

Mat 211 — 2 columns x 13¼ inches (370 lines) — 30c



Today!
TREMENDOUS!!

←
WATCH
DATING
←

Your heart will welcome the story of Al Schmid, Marine- who brought bouquets to his girl, and won one for himself!



A GRAND STAR IN
HIS TOP ROLE -
AND A GIRL
WHO'LL BE
A STAR
OVERNIGHT!

Warners!

Pride of the Marines

STARRING
JOHN GARFIELD
ELEANOR PARKER · DANE CLARK

Mat 301
3 columns x 9 inches
(378 lines)
45c

(See Page 15A
for this ad
in 2 column size)

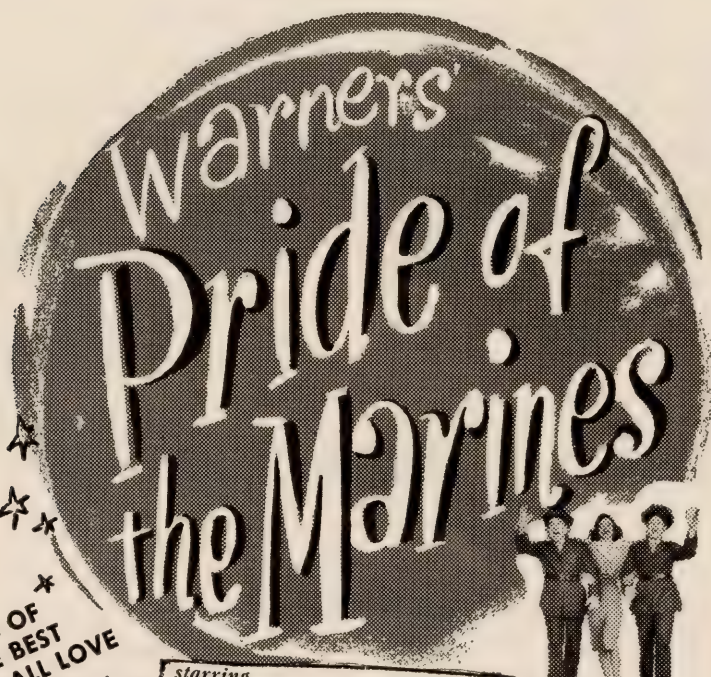
Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman



THEATRE & DATE



BUY WAR BONDS
AT THIS THEATRE!



ONE OF
THE BEST
OF ALL LOVE
STORIES . . .
AND BEST OF
ALL, IT'S TRUE!

starring

JOHN GARFIELD
ELEANOR PARKER · DANE CLARK



Mat 217
2 columns x 5 1/4 inches
(146 lines)
30c

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman



THEATRE & DATE



BUY WAR BONDS
AT THIS THEATRE!



A personal endorsement from the management

THIS IS THE WAY THIS THEATRE FEELS ABOUT THIS PICTURE: Of all the love stories we've shown this is one of the best—and best of all, it's true! We cannot remember when a single entertainment made so sincere and so endearing an impression on our hearts. We were mighty happy to have seen it and we are mighty happy to be the theatre that is making it possible for you to see it!

*Sincerely,
The Manager*

**ONE OF THE GREATEST
OF ALL ENTERTAINMENTS
FROM WARNER BROS.**

*The
story of
the fellow who
won America's
heart, and the girl
who won his . . .*

Pride of the Marines

starring
JOHN GARFIELD
ELEANOR PARKER • DANE CLARK

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman



THEATRE & DATE



**BUY WAR BONDS
AT THIS THEATRE!**



Mat 308 — 3 columns x 11¾ inches (489 lines) — 45c

If your personal endorsement has not been used recently we strongly suggest this advertisement or the one on page opposite. Endorsement copy may be lifted and used with other ad of your selection if preferred. Your actual signature may be included.

A FELLOW WHO BROUGHT BOUQUETS TO HIS GIRL
... AND WON ONE FOR HIMSELF!

Pride of the Marines

HE'S THE KIND OF A GUY EVERY GIRL IS PROUD OF... IT'S THE KIND OF PICTURE WARNERS ARE PROUD TO MAKE!

starring **JOHN GARFIELD**
A great guy in his greatest performance...
ELEANOR PARKER
A thrilling personality to stir your heart...
DANE CLARK
The man's man the girls are crazy about!

ONE OF THE BEST OF ALL LOVE STORIES - AND BEST OF ALL, IT'S TRUE!

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz • Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman

★ THEATRE & DATE ★ BUY WAR BONDS AT THIS THEATRE! ★

Mat 302 — 3 columns x 5¾ inches (240 lines) — 45c

(See page 3A for this ad in 4 column size)

Held over...and how!

MAN! HOW They're going Over! IT'S THE MOST LOVABLE LOVE STORY IN YEARS! AND BEST OF ALL - IT'S TRUE!

THANKS EVERYBODY FOR ALL THE APPLAUSE!

ME TOO!

HEY GIRLS LOOKS LIKE WE'LL BE HERE FOREVER!

Warners glorious
Pride of the Marines
STARRING
JOHN GARFIELD
ELEANOR PARKER • DANE CLARK

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman

★ THEATRE & DATE ★ BUY WAR BONDS AT THIS THEATRE! ★

Mat 213 — 2 columns x 6½ inches (180 lines) — 30c

(See Page 8A for this ad in 3 column size)

Folks, if you've ever seen a sweller Love story than this—Tell it to the Marines!

TODAY New York greets

Pride of the Marines

ONE OF THE GREATEST OF ALL WARNER ENTERTAINMENTS!

starring **JOHN GARFIELD**

His top performance by miles!

ELEANOR PARKER
A thrilling personality!

DANE CLARK
The man's man the girls are crazy about!

IT'S ALL TRUE—THE WONDERFUL STORY OF AL SCHMID, MARINE

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman

★ **THEATRE & DATE** ★ **BUY WAR BONDS AT THIS THEATRE!** ★

Mat 212 — 2 columns x 7 inches (194 lines) — 30c

←
WATCH CITY AND
DATING
←

THE WHOLE COUNTRY'S GONE WILD OVER

Warners' glorious Pride of the Marines

The story of the fellow who won America's heart, and the girl who won his...

it's here to **THRILL** you **TODAY**...and for always!

starring **JOHN GARFIELD**
ELEANOR PARKER
DANE CLARK

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman

★ **THEATRE & DATE** ★ **BUY WAR BONDS AT THIS THEATRE!** ★

Mat 210 — 2 columns x 8 inches (220 lines) — 30c

→
WATCH
DATING
→

ONE OF THE BEST OF ALL LOVE STORIES...

WARNERS' glorious Pride of the Marines

AND BEST OF ALL IT'S TRUE!

starring **JOHN GARFIELD**
ELEANOR PARKER • DANE CLARK

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman

★ **THEATRE & DATE** ★ **BUY WAR BONDS AT THIS THEATRE!** ★

Mat 216 — 2 columns x 2½ inches (70 lines) — 30c

→
WATCH
DATING
→

Thrill Today!

TO ONE
OF THE GREATEST
OF ALL WARNER
ADVENTURE
SMASHES!



→
WATCH
DATING
→

Thrill Today!

TO ONE OF THE
MOST EXCITING
PERFORMANCES
EVER SEEN ON
THE SCREEN!



Warners' glorious
Pride of the Marines
STARRING
JOHN GARFIELD
ELEANOR PARKER
DANE CLARK

→
WATCH
DATING
→

Thrill Today!

TO ONE OF THE BEST OF ALL
LOVE STORIES — *and*
Best of all, it's TRUE!

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz • Adaptation by Marvin Borowsky
From a Book by Roger Butterfield • Music by Franz Waxman

★ THEATRE & DATE ★ BUY WAR BONDS AT THIS THEATRE! ★

Mat 305 — 3 columns x 8½ inches (351 lines) — 45c

(See Page 2A for this ad in 4 column size)

2 ADS ON ONE MAT

Mat 113 — 15c

Warners' glorious
Pride of the Marines
STARRING
JOHN GARFIELD
ELEANOR PARKER • DANE CLARK

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman

STAMPS BUY! BONDS On Sale In Lobby!

It's Here!!!
Warners' glorious
Pride of the Marines
starring
JOHN GARFIELD
ELEANOR PARKER • DANE CLARK

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman

STAMPS BUY! BONDS On Sale In Lobby!

These endorsements are included so that you may attach them to ads of your selection with personal signature added. (No Mats)

**A MESSAGE STRAIGHT FROM THE
THEATRE MANAGER'S HEART**

We have never offered a motion picture which I have felt more worthy of your patronage than this one. It tells of a devoted love so wonderful as to touch every heart. Truly, it is one of the best of all love stories—and best of all, it's true! I'm sure you'll be as happy to see it as this theatre is to show it.

(Signature)

**AN ENDORSEMENT FROM
THIS THEATRE:** Rarely have we presented a story of a love as warm and devoted as this! We know you'll be as happy to see it as we are to offer it.

THE MANAGEMENT

**A MESSAGE STRAIGHT FROM THE
THEATRE MANAGER'S HEART**

We have never offered a motion picture which I have felt more worthy of your patronage than this one. It tells of a devoted love so wonderful as to touch every heart. Truly, it is one of the best of all love stories—and best of all, it's true! I'm sure you'll be as happy to see it as this theatre is to show it.

(Signature)

**AN ENDORSEMENT FROM
THIS THEATRE:** Rarely have we presented a story of a love as warm and devoted as this! We know you'll be as happy to see it as we are to offer it.

The Management

WATCH
DATING

TODAY! TREMENDOUS!



Never a love so warm and wonderful

Rarely a picture so magnificent and memorable

One of the best of all love stories... Incl.

Warners' glorious new triumph!

Pride of the Marines

STARRING

JOHN GARFIELD

His top performance by miles!

ELEANOR PARKER • DANE CLARK

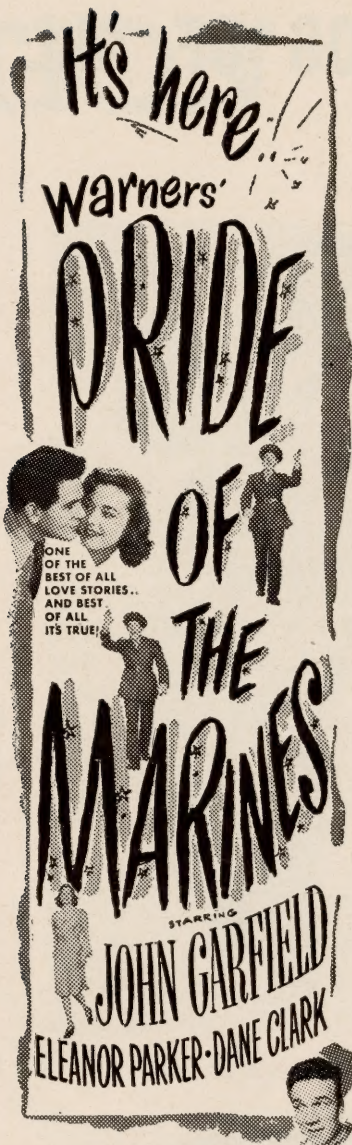
Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman

★ THEATRE & DATE ★

★ BUY WAR BONDS AT THIS THEATRE! ★

Mat 209 — 2 columns x 7 inches (196 lines) — 30c

(See Page 1A for this ad in 3 column size)



Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman

★ STAMPS BUY! ★ BONDS On Sale In Lobby! ★

Mat 114
1 column x 6¾ inches
(93 lines)
15c



WARNERS' glorious

Pride of the Marines

Starring

JOHN GARFIELD

ELEANOR PARKER

DANE CLARK ★★

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman

★ STAMPS BUY! ★ BONDS On Sale In Lobby! ★

Mat 103
1 column x 5½ inches
(76 lines)
15c

THRILL TO ONE OF THE GREAT PICTURES OF ALL TIME . . .

★ Today! ★
TREMENDOUS!!

WATCH
DATING

Your heart will welcome the story of Al Schmid, Marine — who brought bouquets to his girl, and won one for himself!



A GRAND STAR IN HIS TOP ROLE — AND A GIRL WHO'LL BE A STAR OVERNIGHT!

Warners' Pride of the Marines

STARRING

JOHN GARFIELD
ELEANOR PARKER • DANE CLARK

Directed by DELMER DAVES • Produced by JERRY WALD • Screen Play by Albert Maltz
Adaptation by Marvin Borowsky • From a Book by Roger Butterfield • Music by Franz Waxman

★ THEATRE & DATE ★ BUY WAR BONDS AT THIS THEATRE! ★

Mat 218 — 2 columns x 6 inches (172 lines) — 30c

(See Page 5A for this ad in 3 column size)

PHOTOS OF ALL RETOUCED AD ILLUSTRATIONS AVAILABLE

Order all stills direct from the Warner Bros. Campaign Plan
Editor, 321 West 44th St., New York 18, N. Y. Price 10c each.



STILL 639 — ART "CC"



STILL 639 — ART "BB"



STILL 639 — ART "JJ"



STILL 639 — ART "EE"



STILL 639 — ART "AA"



STILL 639 — ART "FF"



STILL 639 — ART "NN"



STILL 639 — ART "KK"



STILL 639 — ART "MM"

OFFICIAL BILLING

Warner Bros.
PICTURES, INC. PRESENTS

"PRIDE OF THE MARINES"

Starring

JOHN GARFIELD
ELEANOR PARKER—DANE CLARK

Directed by Delmer Daves

Screen Play by Albert Maltz
Adaptation by Marvin Borowsky
From a Book by Roger Butterfield

Music by Franz Waxman

Produced by Jerry Wald

A Warner Bros. & First National Picture

50%
5%

100%

100%
75%

25%

3%
2%
2%

3%

25%
5%

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**

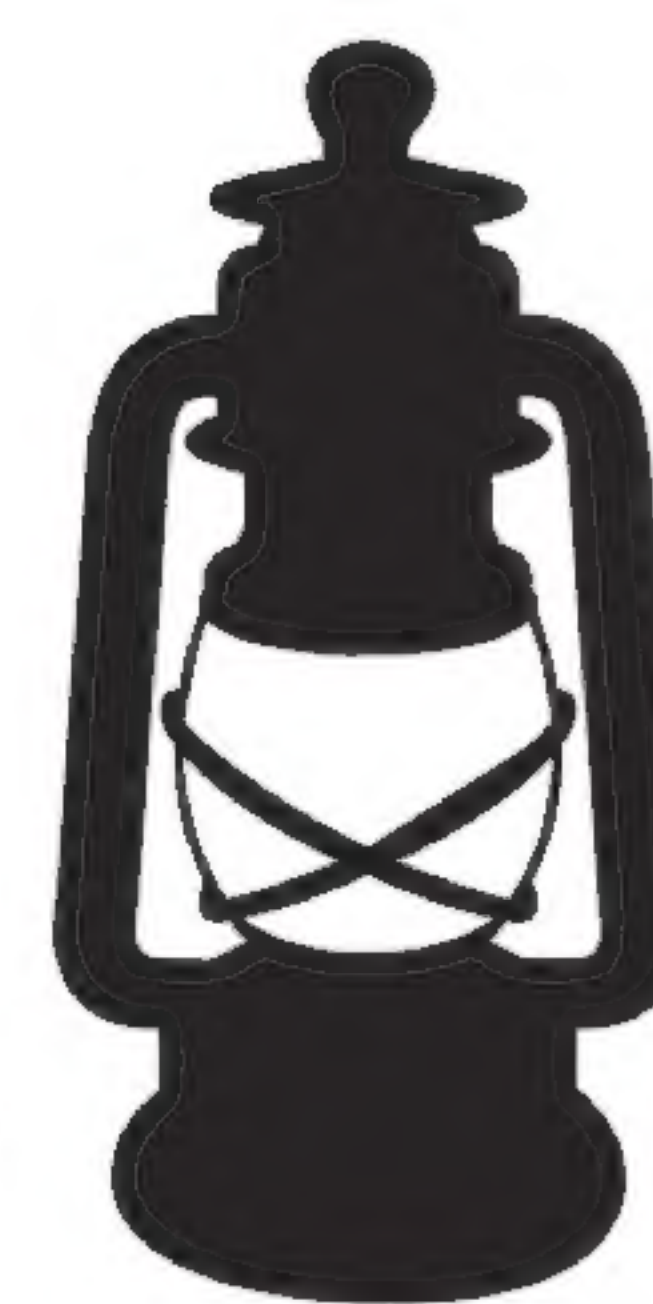


Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA
HISTORY**

DIGITAL LIBRARY



www.mediahistoryproject.org